

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CII, No. 9 NEW YORK, FEBRUARY 28, 1918 10c A COPY



INSTANTANEOUS SUCCESS—those are the words that recall the introduction of Prince Albert tobacco and Camel cigarettes. They are today the unrivalled sellers in their respective fields.

We have had a part in solving the problems that had to be solved to bring about these great successes in tobacco history. Our good friends, The R. J. Reynolds Tobacco Co. of Winston-Salem, N. C., recently said this of us:

“ . . . N. W. Ayer & Son have been serving us in the capacity of advertising agents for several years, and it is a fact that we have never given any consideration to making any change in this connection, which we believe is sufficient evidence of our opinion of them. Our relations have been in every way satisfactory. We do not believe that there is an advertising agency in America better equipped from every standpoint than N. W. Ayer & Son.”

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO



If Your Distribution Warrants the Use of Magazines Then It Is Sufficient For You to "Cash In" On The Standard Farm Papers

Standard Farm Families trade in the same stores where 65% of the magazine-reading public do their buying.

The automobile has not only helped to bring them wealth, but it has increased the radius of their immediate interests from five to fifty miles.

Today the motor car takes them to the city thirty miles away more frequently than formerly did the horse to the nearest town.

The automobile has revolutionized the buying customs of Standard Farm Families. They now enjoy all the advantages of city stores.

Cities are as accessible today to Standard Farm Families as they are to suburbanites.

If your distribution warrants the use of magazines you need Standard Farm Papers.

They will make your advertising more efficient and put you in touch with the best and biggest trade in stores where your goods are on sale.

They will enable you to tap a market of one million farm homes where the income is considerably above that of either the average city or farm family.

The Standard Farm Market (Over One Million Farm Homes)

Sell a Standard Farmer and you sell his neighbors too

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

Hoard's Dairyman

Established 1870

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

Wallaces' Farmer

Established 1895

Progressive Farmer

Established 1886

Birmingham, Raleigh

Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

Over two million dollars are spent annually
by manufacturers in The Standard Farm Papers

GEORGE W. HERBERT, INC.

Western Representatives
Conway Bldg., Chicago

WALLACE C. RICHARDSON, INC.

Eastern Representatives
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CII

NEW YORK, FEBRUARY 28, 1918

No. 9

Getting Your Advertising Talked About

How the Year-to-Year Campaigns of the Hudson Motor Car Company Have Been Built Around the Principle of Human Interest—Successful Advertising as C. C. Winningham Sees It

By Bruce Bliven

WHEN the present writer was a freshman in college he had a room mate who was a whirlwind at translating French, but could not—simply *could* not—turn a handspring in the gymnasium.

The author of these lines, on the other hand, could walk on his hands, in the gymnasium, *ad libitum*, but when he tried to talk foreign languages he merely made grunts like an Indian in pain.

And, by the natural law of contraries, or human cussedness, the French scholar yearned with all his soul to do stunts on the Swedish horse, and the boy who knew all about the giant swing on the horizontal bar, thirsted to read de Maupassant in the original.

Which seems to be a rule of nature. The man who learns to do any one thing superlatively well has a tendency to discount his ability, and to look past the achievement to the more important work which lies beyond it. For an example: the other day I talked with a man who is universally acknowledged to be a copy writer of unusual skill; and I found him emphasizing, not the art of stringing words together in melodious harmony, but the creation of the big gripping ideas which must underlie the words.

"The actual words in which an advertisement is written do not so much matter," said Mr. Winningham—C. C. Winningham, of the

Hudson Motor Car Company, to put it as a reporter should.

"It's the big, vital idea which is behind the words that really counts. To my way of thinking, every piece of copy—in fact, every advertising campaign—should be built around one central theme, which is essentially *dramatic* in its appeal. By *dramatic* I mean just what the word implies when used in the theatrical profession—it must have the element of human, universal appeal, centered about one picturesque, simple fact, which will cause it to strike roots into the mind of the reader and grow there. That's why I say that the idea behind the copy is more important than the words which go to make it. Battles are won, not by the fact that the regiment which goes forward is composed of such-and-such individual private soldiers, but because of the strategy born in the brain of a general, who hurls his troops forward at just the right moment, in just the right place, and in the strongest possible formation.

"We advertising men sometimes forget one vitally important fact: *advertising does not sell*—that is, advertising of automobiles and allied products does not. It only creates in the mind of the prospective buyer a certain point of view which comes to the aid of the salesman later on, at the

Table of Contents on Page 126

crucial moment in the sale. We must also remember that only a certain percentage of all the people in the country are reached by advertising. Those who do read it, however, are generally the same sort of people who read newspapers, books and magazines; and each of these people is apt to be the center of quite a little circle of those who do not read, but who get their information from talking with their reader friends.

"If advertising is to be as efficient as it should, it must reach these non-readers as well as the readers. How is that to be done? By putting such a dramatic appeal into the advertising itself that it will *get talked about*. That is not easy? True; but it is necessary. For instance, what is your definition of a good play? To me, it is one which is strong enough in its grip upon those who see it that they will *gossip about it*. When advertising copy is strong enough to make people gossip about it—not about its words, but about its ideas—then it is beginning to be efficient.

"It is possible for advertising copy to miss this precious dramatic quality by a very small margin sometimes; and often a trifling change in the idea behind a campaign will serve to dramatize it and turn failure into success. When Van Camp first began to advertise his canned pork and beans, the copy consisted of comparisons between his product and that of other canners; and it didn't bring a particularly strong response. Then the copy was changed to harp on a single string: 'How good beans are!' Immediately the sales began to leap upward as this idea

dramatized itself in the public mind.

"The maker of a magnetic shield to wear in the shoes, ran copy for a long time, headed 'Cold Feet.' But nobody was especially interested in cold feet, and so the copy didn't do its full duty. So the headline was changed to 'Warm Feet' and the advertising began to pull like a caterpillar tractor. Everybody is interested in *warm* feet. An obesity cure turned the corner



C. C. WINNINGHAM, OF THE HUDSON MOTOR CAR COMPANY

from weak advertising to strong, when it took out of its copy a picture of a fat man, and put in a picture of a fat woman. Fat is a nuisance to a man, but a tragedy to a woman, and she will go any lengths, almost, to get rid of her incubus of too, too solid flesh."

Since Mr. Winningham has been for the past eight years directing the advertising policy of the Hudson Motor Car Company, the interviewer at this point turned his mind's eye backward over the course of time to see



Working as the Lawyer Works

WHEN dealing with complex evidence, the lawyer strives to find a fundamental truth which will clinch his case with judge and jury.

WHEN dealing with a complex advertising problem, the advertising agent works to find a fundamental message which will clinch the client's product or service with the buying public.

THERE is, however, this difference. In a court of law, the lawyer's truth is more important than his manner of expressing it, whereas, in advertising, the method of telling is as important as the message itself. That is why the slogan of the H. K. McCann Company is not only "truth" but *Truth Well Told*

THE H. K. McCANN COMPANY
New York Cleveland San Francisco Toronto

*Our booklet "Advertising Service" will
be sent to interested executives on request.*



how the ideas suggested have appeared in the Hudson copy. There are lots of advertising men who have sound ideas about the theory of successful publicity who, when it comes to the practice are like the old mountaineer who told the Deacon: "Religion? Oh, yes, I got religion. But I ain't working at it now!"

"Talk is always easier than action," Mr. Winningham admitted cheerfully. "Yet nevertheless, I think I can illustrate my ideas about staging the big advertising idea, from the history of Hudson."

"When we began eight years ago, to manufacture Hudson cars, there was seemingly no point about our product which could justify any strikingly dramatic characterization. True, Hudson was a good car even in the beginning; but all cars were claiming goodness then, as they are yet. I foresaw that if our advertising made a list of the merits of the Hudson car, and harped on all of them, there would be no one outstanding feature which would get over 'big' with the public, take root in the readers' minds, and get talked about. When you try to emphasize several points of merit in a single piece of copy—or in a single campaign—the effect is just as bad as when a crowd of men all try to shout at the same time in the same room. It results in just noise, confusion."

FIRST CAME THE DRIVE ON
HOWARD E. COFFIN

"So we went to the heads of our organization, and we said 'Here: the public is not competent to judge the points of merit in a technical proposition like a motor car—but the public know that the engineer who designed it is competent. They respect the knowledge of an engineer just as they respect the knowledge of a physician, and there is no reason why they shouldn't take an engineer's prescription for a good automobile and accept it on its face value, if the matter is presented to them properly.'

"The company saw the point,

and the result was the 1912 campaign on Howard E. Coffin, as the Master Engineer. What we said to the public, in effect, was: 'You don't know a good engine from a bad one. Of course you don't; it isn't your business. But here's a man who does know. He's made it his lifelong business to know. And Howard E. Coffin's masterpiece is the new Hudson 33.' The first double page copy in the *Saturday Evening Post* was the signal for a storm of comment among advertising men and manufacturers, mostly critical, some of it showing a tone of deep amusement. Nevertheless that advertisement produced close to ten thousand inquiries, 219 of which resulted in purchases. And at the end of the year we took a little census among the purchasers of Hudson cars and found that 20 per cent of them, asked why they had chosen Hudson, replied: 'Because it was designed by Howard E. Coffin.'

That was fine for 1912. But along came 1913, and what was to be done with the new year's campaign?

THE IDEA FOR THE SECOND YEAR

The question almost solved itself, the answer being born out of some of the criticism which experts in advertising had made on the drive on Coffin. Suppose Coffin should die, these experts said—where would you be then? Coffin was in excellent health; but the company wanted to build itself a bomb-proof dugout where nothing could interfere with its logical development.

So the 1913 campaign was staged around the dramatic interest attaching to the board of forty-eight engineers who assisted Mr. Coffin in working out the improvements in the Hudson car. Once again the "wise guys" of the advertising profession waxed very hilarious over the Hudson campaign. One friendly critic even went so far as to have type set and a cut for illustration made, of a screamingly funny

(Continued on page 105)

THE



OF THE EARTH
THE SUBSCRIBERS
TO NEEDLECRAFT
OVER ONE MILLION
OF THEM

Why Not "Hooverized" Advertising?

More Facts—Fewer Generalities—Simpler Display

By Leicester Knickerbacker Davis

WE'RE eating wheatless, meatless, sugarless meals. We're shovelling precious lumps of anthracite from barren bins into almost heatless furnaces. We're economizing and conserving everything that used to seem essential to health and happiness. So why not apply conservation principles to our ad-making, with copy free from non-essentials, and typography that's as easy as possible for ad-tired eyes and brains?

What is the attitude of mind of the average ad reader these days, anyway? What are the conditions under which war-time advertising is read?

Some weeks ago I sat crammed in a seat on a packed suburban

local that pulled out of the train shed a half hour behind time because of the railroad tie-up all over the United States.

We crawled out into the night, stopped, crawled on again, gathered a little headway, and limped in that fashion from station to station, losing more time at every stop.

The lights on that train were miserable. Two of them in our car were clean out of commission. Some of us stood in the aisles. All of us were uncomfortable and disgruntled. Nearly every mother's son of us was making futile efforts to read a newspaper or some other periodical. Conditions were far from ripe for creating a "purchasing impulse" with

the best advertising that ever got an O.K.

Trying to read newspaper body type in semi-twilight like that is hard on the nerves of men who have worked at high speed all day. Yet there was much we wanted to know about in those close-set columns—an entire city blasted from the map by a munitions explosion; the latest entanglement of the Trotzky - Bolshevik-Teuton conferences; the prospect of a Germanic anti-government upheaval; the coal famine; and the threatened annihilation of railroad passenger traffic.

We scanned the headlines, elbowed and manœvered for better light, strained



WHICH ROAD

Typifies the main highways in your community? This is a question that is fraught with the most serious consequences to your farmers, your manufacturers, your wage earners—*you*.

It may mean that farm produce can or can not be shipped to market in bad weather. It may mean that railroad exchanges will or will not shut down factories which might use motor trucks to haul fuel and raw material from a distance. It may mean that wage earners will or will not be thrown out of employment.

Freight congestion and railroad exchanges threaten the very life of any community which can not handle its own haul traffic for motor trucks. These absolutely require hard permanent roads, possible in all kinds of weather.

The Concrete Road meets all requirements.

It gives community building or getting ready to build in years of permanent highway.

PORTLAND CEMENT ASSOCIATION

CONCRETE FOR PERMANENCE

SPACE IS CONSERVED, BOTH IN ILLUSTRATION AND TEXT

The salt of the
earth is Brooklyn.

If you wish to
put "pep" into
your Brooklyn
trade, use The
Brooklyn Stand-
ard Union.

our eyes and tempers trying to read type that was barely legible. Ads which at any other time most of us would have read as a matter of keeping abreast of business news, shouted vainly for attention. Under such conditions, our optical and psychological mechanism simply refused to tolerate non-essentials.

I wonder how many commuters, on trains, ferries, surface lines and subways are going through

granting she's the average, home-loving, home-busied woman. She's feeling the war-strain, too—conserving food, making her house-keeping allowance go the limit, worrying over brothers, nephews and cousins who are in cantonments here or trenches "over there."

The "General Manager" of the average American home works on a pretty full schedule, from the moment she gets you and the children down to breakfast and off for school and business. Her day is one of exacting detail. By evening she's earned, and wants, relaxation.

Now from the observations of learned ad-psychologists, you would imagine this was obtained by earnest poring over page after page of solid advertising matter.

"The feminine reader," says the ad-psychologist, "will take the time to peruse absorbedly the longest of advertisements. Therefore make your sales message as difficult as possible to solve. Violate every law of design, if you please; make the ad as long as a rope ladder or as broad as a barn door—sift in display lines and subheads until thoroughly seasoned

—and end with the usual send-for-booklet signature. She'll puzzle it out, never fear."

Maybe she will; I doubt it. Anyway, my wife and her friends won't. I'm certain on that point, for I've investigated. And I'll bet your wife won't, either, or 95 per cent of the readers of any meritorious woman's magazine.

They read just as you and I read—to keep abreast of the times; to learn more about their particular problems; now and then to gain frivolous enjoyment

**save it below
the waste line**

50 Shaves
right in the
metal Grip



Thrifty Shaving

THROWING away shaving soap is waste. Don't do it. Colgate's "Handy Grip" Shaving Stick has a new and clever way of using all the soap. You can unscrew the last 1/2 inch and stick it on a new stick—no waste whatever.

The most economical form of shaving soap is the stick. This we know, for we make shaving powder and cream also, and thus are in a position to give this disinterested advice. Lather with Colgate's and shave with Comfort.

Stick the unscrewed end on a new stick

COLGATE'S
"HANDY GRIP"
PATENTED 1917

COLGATE & CO. Established 1806 New York

TEACHES THE LESSON OF ECONOMY AND AT THE SAME TIME SUGGESTS IN NO UNCERTAIN WAY THAT THE "NEXT" SHAVING STICK MUST ALSO BE COLGATE'S

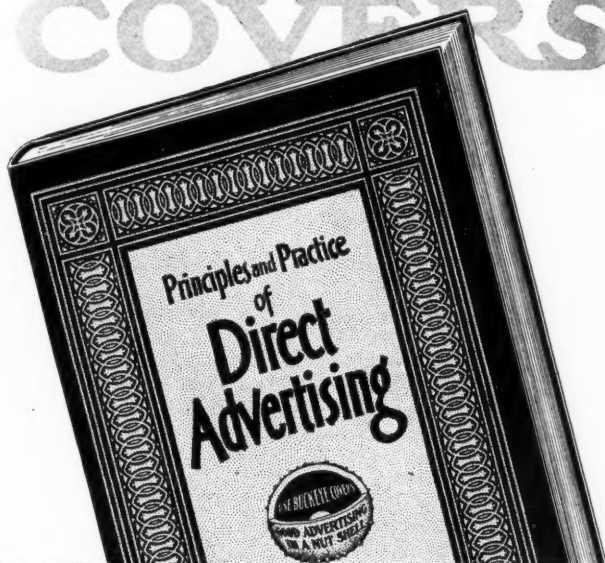
similar experiences these days.

Trials like that do not tend to create an after-dinner frame of mind for avidly absorbing long-winded advertising argument.

How many evenings this winter have you felt able to concentrate on any kind of reading between the youngsters' go-to-bed time and your own? Name the advertisements that attracted your attention for more than a passing glance.

The same applies to your wife,

BUCKEYE COVERS



"One of the best books that has reached my desk for some time. I have read it from cover to cover."

—The Addressograph Co.

"...chuck full of good things for all advertising men."

—Westinghouse Dept. of Publicity.

"...extremely helpful, not only to the layman but to the man who makes advertising a profession."

—Frank Seaman, Incorporated.

"...it is just splendid."

—Butterick Publishing Company.

"...that it is instructing and helpful to the majority of advertising managers, there can be no question."

—Bosch Magneto Co.

"Finest thing along this line....have ever seen."

—Goodyear Tire and Rubber Co.

All old subscribers to **Printers' Ink** have already received copies of this 190-page book of **Direct Advertising Facts, Figures and Suggestions**, or have decided that they do not need it. We still have a limited number of copies on hand, which will be sent free on request, as long as they last, to new subscribers (executives only) who write on business letterheads. To others than executives, the price is one dollar.

THE BECKETT PAPER CO.
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

Member Paper Makers Advertising Club
Dealers in Principal Cities of U. S., Canada and England

from a short story or best seller. Have they, or the million or so women of their type, time to fritter away on non-essentials?

"Umph, huh," I hear you say. "You've used up a good many ems of type space yourself, dishing out destructive argument. We'll agree with you that you've raised a point worthy of consideration; that there has been a deal of wasteful advertising; and that it's up to patriotic advertising men to consider ways and means of preparing copy with more thought to the war-time conditions under which it is read. But, for the love of Mike, aren't there a few worthy ads knocking around?"

Certainly; quite a number. Only there ought to be more. Here are some examples.

Look at this full-page ad of the Portland Cement Association on page 8. Who could dodge its meaning? There are the two kinds of roads; the heading makes the point perfectly clear. There's not too much copy, and it's concise, to the point, easily understood. Altogether a most effective use of space.

And, for telling its story in a way that "sticks," how about the little quarter-page of Colgate's on page 10? Medium space; informative heading and illustration—you don't even have to read the copy to feel responsive.

Advertising space costs good, hard cash at all times; but its purchase in these days of enforced economy, is a justifiable expenditure or wild extravagance, according to the way we utilize it. Let's get together and see that it is put to no more wasteful use than other things of value.

Smith, Denne & Moore Open in Montreal

Smith, Denne & Moore, Ltd., general advertising agents, Toronto, Canada, are further extending their organization and have opened an office in Montreal. Harold M. Reid, for the past seven years with the MacLean Publishing Company at Montreal, and previously on the advertising staff of *La Patrie*, Montreal, will be local manager.

Smith, Denne & Moore now have personally managed branches in Montreal, New York, London and Paris.

"Nebraska Farmer" Buys "Twentieth Century Farmer"

The *Twentieth Century Farmer*, published by the Bee Publishing Company at Omaha, Neb., will be owned after April 1 by the Nebraska Farmer Company, of Lincoln. Until that date the paper will continue under its present management. During April and May it will be continued as the *Twentieth Century Farmer*, and about June 1, according to present plans, it will be consolidated with the *Nebraska Farmer* under the latter name. The printing press and electrotyping plant used in publishing the *Twentieth Century Farmer* will be moved to Lincoln as soon as a building can be erected to house them.

There will be no change in the ownership or editorial or business management of the *Nebraska Farmer*. Before S. R. McKelvie became associated with this paper, of which he is now editor, publisher and principal owner, he worked for the *Twentieth Century Farmer* for three years.

Van Cleve Company Sold to E. B. Merritt

E. B. Merritt has purchased the general agency business of The Van Cleve Company, New York. The agency will be continued as the Merritt-Van Cleve Company. Mr. Van Cleve will devote his time to interests outside the advertising business. With this exception the personnel of the agency will remain unchanged.

Mr. Merritt, who is to be the active head of the agency, has been for three years general sales manager of the California Associated Raisin Company, Fresno, Cal. He went to this company after an association of sixteen years as advertising director of Armour & Company, Chicago. It was while he was in charge of the Armour advertising policies that the company's institutional advertising was inaugurated and the now familiar oval label adopted.

Prudden Joins G. Logan Payne Co.

Harry J. Prudden, formerly of the Frank Presbrey Company, New York, but more recently with Van Patten, Inc., of the same city, has become associated with the management and control of the G. Logan Payne Company, publishers' representative of New York and Chicago.

Directs Liberty Loan Publicity in Washington State

The Strang & Prosser Advertising Agency, of Seattle, has been appointed publicity director for the Third Liberty Loan campaign in the State of Washington.

*To the Advertiser. Who Seeks
Supreme Quality in Circulation—*

**Practically Every Family
of Social or Financial
Prominence
in New York**

Subscribes for

The

**Social
Calendar**

*The Recognized Authentic Calendar of
forthcoming Social Events*

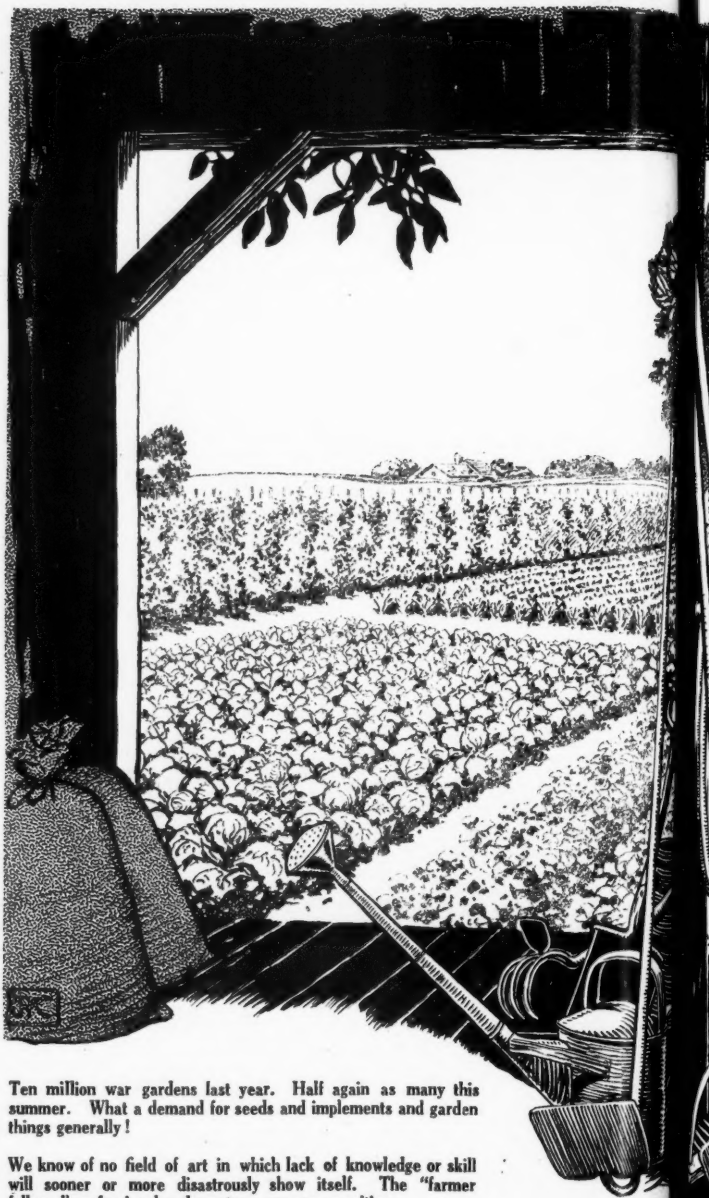
THE publishers believe that The Social Calendar is unique among "class" mediums in that its appeal is stronger, its necessity greater and its clientele wealthier. Unlike the ordinary society or literary publications that are used as a stop-gap for moments of leisure, The Social Calendar is subscribed for because it is an absolute necessity to the man or woman who aims to keep posted—it is a valuable aid in arranging their social plans. Its receipt in the home is looked for promptly and is missed greatly if delayed (we have hundreds of communications from subscribers proving this to be true). It is read by a class of men and women who represent the greatest purchasing power and are the hardest to approach through ordinary channels. They subscribe for and refer to The Social Calendar constantly. Published weekly during the Social Season, September to May, inclusive.

 **Subscription Records Will Be
Gladly Shown On Request** 

Send for sample copy and rate card.

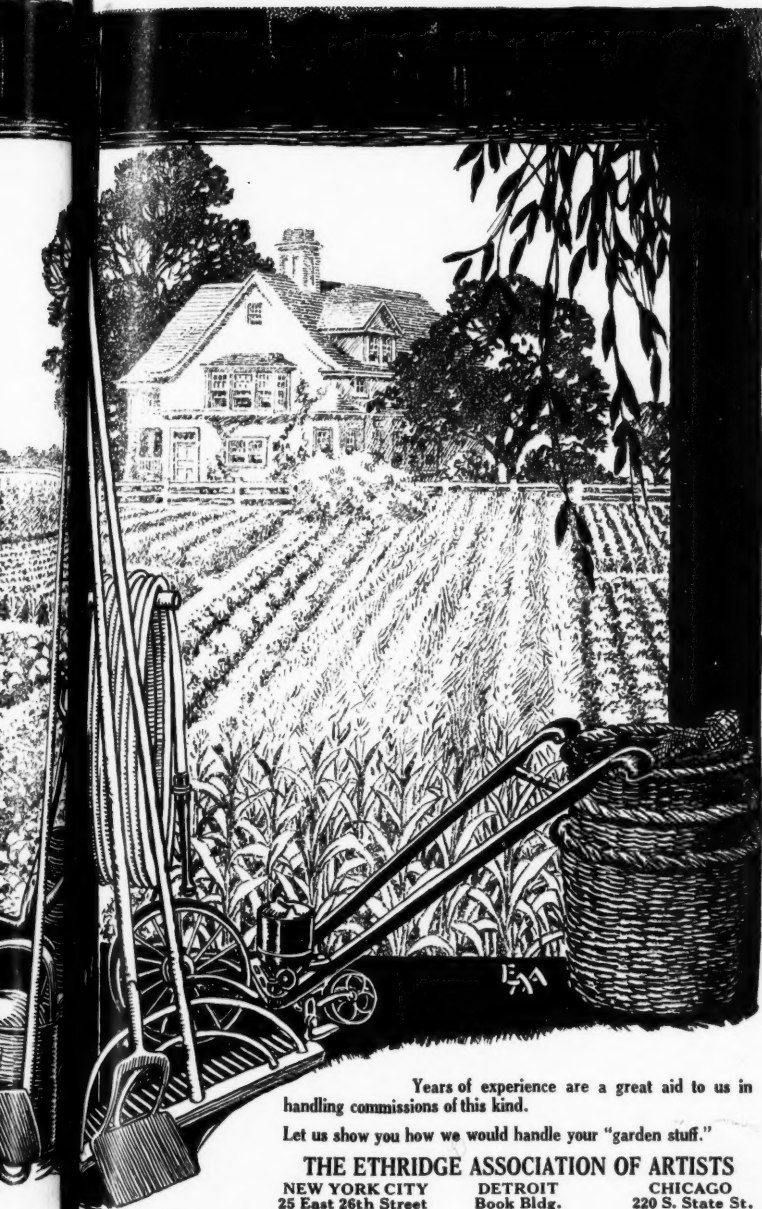
The Social Calendar
33 West 42nd St. New York

N.B.—Although the publication is three years old, this is the first general announcement that has been made. The publishers have been quietly building up circulation and prestige for the publication.



Ten million war gardens last year. Half again as many this summer. What a demand for seeds and implements and garden things generally!

We know of no field of art in which lack of knowledge or skill will sooner or more disastrously show itself. The "farmer fellows," professional and amateur, are severe critics.



Years of experience are a great aid to us in handling commissions of this kind.

Let us show you how we would handle your "garden stuff."

THE ETHRIDGE ASSOCIATION OF ARTISTS

NEW YORK CITY
25 East 26th Street

DETROIT
Book Bldg.

CHICAGO
220 S. State St.

Without stopping to think

many people would say that embroidery on lingerie and towels is not a *useful* form of needlework.

Perhaps it isn't, but—

Would you care to have the women of your family wear clothes that were practical but never artistic?

Would you like to live in a house that contained only useful articles and none that were beautiful as well?

The reason *you would not* is that love of decoration is a natural instinct old as life itself. Civilization has trained and developed it until today the instinct finds expression in a multitude of ways. Needlework is one of the oldest of these ways and for centuries has been recognized as one of the most beautiful.

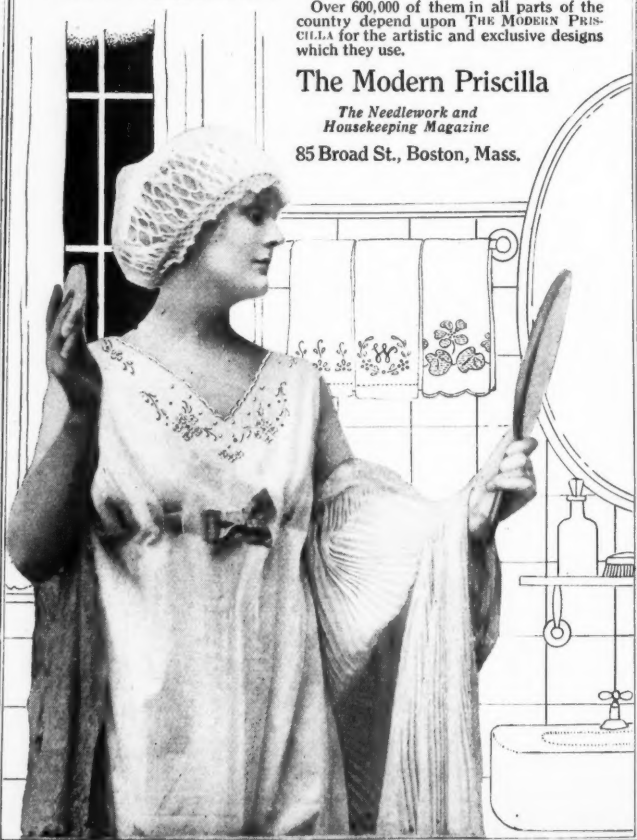
Women of fine and discriminating taste *prefer* needlework as a decoration for wearing apparel and household linens.

Over 600,000 of them in all parts of the country depend upon **THE MODERN PRISCILLA** for the artistic and exclusive designs which they use.

The Modern Priscilla

*The Needlework and
Housekeeping Magazine*

85 Broad St., Boston, Mass.



Kolynos Advertising Hooks Up with the War

Vigorous Sampling Campaign Reinforced by Newspaper and Magazine Advertising—Also a Heart Interest Movie Film

By Robert R. Updegraff

THE business of the Kolynos Company of New Haven, Connecticut, manufacturer of Kolynos Dental Cream, has been built up chiefly on sampling, on the theory that the way to win people over to a dental cream is to let them use it for several days.

This company has done some newspaper advertising in certain sections from time to time, but never anything approaching a national campaign. But when it became evident that the United States was going to get into the war the officers of the company saw a double opportunity—to help the cause, insofar as any individual business house can, and to take advantage of the opportunity to make many new friends for its product. Immediately they started a comprehensive war-time advertising drive that embraced the use of newspapers, magazines, moving pictures and sampling.

To illustrate how the company geared up to the war activities, and at the same time to prove that the motive was not entirely selfish, let us consider first the sampling campaign. Since the declaration of war against Germany the Kolynos Company has given tens of thousands of full-size tubes of its Dental Cream to the Red Cross to pack in Comfort Kits. While this wholesale giving away of its product was not entirely unselfish, in that each tube that fell into the hands of a man who had never used it before had a good chance of making a friend, at the same time it was a very liberal "sampling campaign," and the officials admit that it was quite as much patriotism as promised profit that prompted it.

Demands for tubes from local Red Cross Chapters finally became

so many, and the quantities asked for so large, that the company had recently to start making a nominal charge for tubes, though not enough to cover the cost of production.

In addition to supplying these samples to the Red Cross, the company has sent thousands of tubes of Dental Cream and bottles of Liquid Kolynos to hospitals in France, and it is still sending supplies of these two preparations regularly, gratis, to the doctors in charge of French hospitals.

Coming back to our own country, the company has advised the dental profession that a full-size tube of its Dental Cream will be sent free of charge to any United States soldier in any of the cantonment camps, or to any sailor in the Navy, upon the request of a dentist.

It would seem, therefore, that the men in the Army and the Navy are in a fair way to get acquainted with Kolynos first hand.

TO GET FULL VALUE FROM SAMPLING

But when it came to hitching up to the War Machine, the company realized that it would take something more than a sampling campaign to make an impression; indeed it was recognized that to get the fullest benefits from the thousands of dollars' worth of tubes that had been given away, the campaign would have to be complemented by a publicity campaign, and so a big-space campaign was planned for a list of newspapers at strategic points and a small list of weekly magazines of large circulation. The message of this campaign is "Keep Kolynos in Your Kit," and a black oval bearing the letters "K K K," in white, has been made a feature

—the feature—of almost every advertisement.

At the bottom of each newspaper advertisement appeared the following offer: "If you have a son or an acquaintance who has entered the service, fill in his name and address in this coupon and mail it to us so we may provide him gratis with a trial tube, as we provided soldiers of Great Britain and France." Seemingly, judging from all the sampling ac-

drives. So it followed that in considering the soldier the company asked itself what it could give him besides a sample of its Dental Cream that he would appreciate and find really helpful "Over There." As mentioned before, while this company is in business to sell Kolynos Dental Cream and make money, its officers feel, nevertheless, that it is a patriotic duty for every manufacturer who can to make his contribution to the cause.

And so, after some thought, they brought out the Kolynos Parley Voo Booklet of practical French and German phrases, with directions for pronunciation, compiled by Colonel F. N. Maude, C. B., and Frank Scudamore, late war correspondent of the *Times*. Besides thirty-two pages of French and German phrases, this little booklet contains the telegraph code and illustrations of the Army visual signals used in wigwagging. At the present writing over 300,000 of these little books have been distributed gratuitously to the men in the service, and the company is constantly receiving requests from officers for additional



"Keep Kolynos in Your Kit"

WHEN you have been putting up a "Cosily Kit" for some one among the hundreds of thousands of American soldiers going to France, placing in it tenderly one article after another, how often must you have asked yourself:

"Which will be find most useful—for which will he thank me most as he unfolds the kit out there in the trenches?"

There are the soap and the socks—both very useful.

You have felt that the shotguns, too, will be exceedingly welcome—when one has been broken in his muddy shoes, and there is no stray string or thing about. Surely the absence of a shooting can make one terribly uncomfortable!

But have you pictured to yourself the possible—and frequently probable—absence of a dentifrice? The air clouded with gun smoke and the gas of explosive being breathed into his throat—the parched mouth on the long march—the terrible throat strain of bursting shells—the discomfort of unclean teeth?

Surely, he will thank you most for the tube of Kolynos! It gives him assurance of having his teeth, mouth and throat in a sweet, cleanly refreshed condition—correct sanitation at the very gateway of his being.

"Keep Kolynos in Your Kit" is a soldier's motto. Be sure that you place Kolynos in the kit you prepare for him.

Price, Thirty Cents.

The Kolynos Company
New Haven, Conn.
U.S.A.

The Soldier's Dental Cream

CLEANS THE TONGUE AND THE TROTH—BURNED TOO

GENERAL PUBLICITY COPY

tivities of this company, it is going to be extremely difficult for any soldier or sailor to get through this war without meeting Kolynos Dental Cream!

Ordinarily, such a sampling and publicity plan might be considered a complete advertising campaign, but not so with this New Haven company. Like the colored mammy who bought black underwear when her mistress died, explaining to a friend that when she mourned she *mourned*, when this company drives it

copies for their men.

The little booklet is of a shape to fit readily into the soldier's pocket and is something to be highly prized by a man going "across." It contains but four pages of advertising matter.

So far so good, but the Kolynos Company had still further plans. One of the great causes for rejection in examining men for the Service is poor teeth. Why not hammer home to the soldier the importance of keeping his teeth and mouth in good con-

"Simply brushing the teeth doesn't insure cleanliness. Something is required that kills the germs. Also we don't want simply 'A Brush with the Enemy.' You must annihilate him."

"I always thought that any old paste or powder would do."

"No, indeed! We dentists are very particular about what dentifrice we recommend."

"I went through a laboratory once where a really scientific dental cream is made."

Here follows a movie trip through the Kolynos plant, showing the laboratories with the chemists at work, the storage tanks, the mixing vats, the grinders, and finally the filling of the tubes and boxing ready for shipment. Not once is the name Kolynos mentioned in the titles, though a package is shown as the dentist hands it to the young man, remarking, "This is what the armies of the Allies use in the trenches. It will not only keep your teeth clean, but it will fortify your mouth and throat against disease."

Probably you have already guessed the rest. Yes, the young man is accepted, dons his uniform, goes to see the young lady in question—and, inevitably, gets kissed in the last twenty feet of film!

So interesting is this film, and so effectively does it get across its message of the importance to the soldier of keeping his teeth clean that it is already being shown in the Y. M. C. A. "huts" in nearly all of the cantonments, and the only reason that it has not been shown in them all is that the five films the company has now are not enough to go around, and eight more are being made. The film is to be shown in France and England, and perhaps other countries across the water. It is described here rather at length because it is so much more interesting than the average commercial film, at least so it seemed to a group of men who saw it in company with the writer. It left a good taste because it told an interesting little war story with-

out dragging in the product all the time. And for that very reason it bids fair to be the best kind of an advertisement.

So it will be seen that from the periodical publicity to the "Parley Voo" book, the Kolynos war-time advertising campaign dove-tails and makes a war drive that is bound to be effective because it combines service with selling talk, entertainment with education.

H. P. Inman with Chicago "Herald"

H. P. Inman, formerly with the Western office of *The Farm Journal*, Philadelphia, in Chicago, has just become foreign advertising manager of the Chicago *Herald*. Before becoming a publishers' special representative Mr. Inman was associated with the Chicago *American* and *Cleveland Leader*. Still later he was with the Johnson Advertising Corporation, now the C. F. W. Nichols Company.

J. F. Ryan and J. C. Henderson are associated in *The Farm Journal's* Chicago office, and A. F. Jones is in charge of the New York office.

Glen H. Eddy with Green Engineering Co.

Glenn H. Eddy, formerly of the Chicago advertising service department of the McGraw-Hill Co., Inc., has been appointed manager of the publicity department of the Green Engineering Co., East Chicago, Indiana, manufacturer of power plant machinery.

R. W. Boyle Works for Liberty Loan

R. W. Boyle has resigned from the Chicago office of *Cosmopolitan Magazine*, New York, to represent the Federal Reserve Bank of Chicago in organizing Western Michigan for the next Liberty Loan.

Prest-O-Lite Appoints Murray, Howe & Co.

Murray, Howe & Co., Inc., New York, have secured the advertising account of the Prest-O-Lite Company, Inc., Indianapolis.

Fee With "Le Soleil," Quebec

Charles Fee, lately with *La Presse*, Montreal, in promotion work, has been appointed advertising manager of *Le Soleil*, Quebec City.

In Thinking of the Strategy of War—Don't Forget the Strategy of Business

The windpipe of an army is its line of communication with its base. Cut that line and the army's life is as effectually cut off as is that of the man whose throat is gashed.

The base of any business is in the good-will and confidence of its trade—its customers, active or prospective. Good-will and confidence rest on acquaintance.

Trade acquaintance is to a business what the line of communication is to an army.

The business that is oversold or commandeered by the government for war purposes is in grave danger of having its line of communication cut, not by hostile force so much as by *neglect*.

The wise military general sacrifices strength on the fighting line if necessary to insure his line of communication.

The wise business general will do likewise.

Effective, continuous advertising is the strongest protection for that vital point.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power	Coal Age	The Contractor
Electrical World	American Machinist	Engineering News-Record
Electric Railway Journal	Electrical Merchandising	
Engineering and Mining Journal	Metallurgical and Chemical Engineering	

Members of Audit Bureau of Circulations

WHAT'S IN THE BOOK ?

THAT is sometimes the last question an advertiser asks about a medium. That is always the first question that a consumer asks about a magazine.

With certain types of magazines the emphasis has been carefully diverted from the editorial contents to the methods of circulation and dealer influence. The habits, businesses and automobiles of readers are card-indexed and presented to you in impressive manner.

But after all, your first concern is not with a magazine's history, traditions and social standing. You want to know if the insides of the magazine that is going to carry your advertising message have sufficient interest to assure inspection. All the other things come after you have satisfied yourself of that.



Go to Photoplay with this question. Here are ladies, easy to look upon; Doug Fairbanks vaulting the Grand Canyon; short stories that are short and are stories; hints for writing sce-

narios that will set your typewriter fingers itching; pictures of the stars in the hearts of their families; articles that tell about the way they did that picture that kept you on the edge of your seat the other night; a poem or two for good measure, and real letters from real folks down in San Antonio, Texas, and out in Los Angeles, Cal., and over in Victoria, Australia.

What's in the book?

Why, amusement for people who are finding little enough to amuse them nowadays and information about a business that is fascinating to most everyone and interest, human interest from cover to cover.



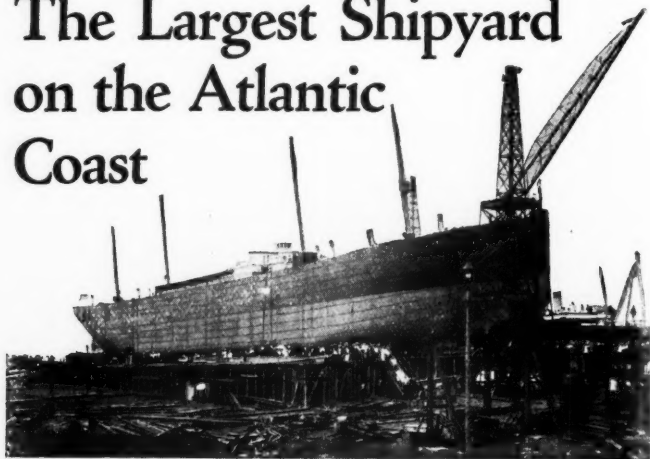
Isn't that the sort of magazine you need? Don't you want readers who come to your story refreshed and cheerful, in a receptive frame of mind, who have had a good time on the way and are in the mood to listen?

PHOTOPLAY

Let the name stick in your mind; it's imitated

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO
NEW YORK OFFICE, 185 MADISON AVE.

The Largest Shipyard on the Atlantic Coast



Huge Ship on the Ways at Maryland Plant of Bethlehem Steel Corporation

PLANs for making the Maryland Plant the largest unit of the great Bethlehem Steel Corporation were announced in Baltimore last week by Mr. Charles M. Schwab. An additional \$25,000,000.00 is to be spent in its development, necessitating an annual wage of approximately \$20,000,000.00.

To-day the Bethlehem Steel Corporation is a larger builder of ships and ordnance than the Krupps. The Maryland Plant alone employs at present about 10,000 men. In the ship-building division slips are provided for the construction of seven ships at one time.

Baltimore's enormous pay rolls and high wages have been accompanied by a sharp increase in the scale of living. From soap to safety razors the Baltimore worker is better able than ever before to satisfy his preference for advertised goods. His preference for the NEWS is reflected in a daily gain of 19,363 net and Sunday, 29,209 net, for the first two weeks in February,

For More Baltimore Business Concentrate In

The Baltimore News

Average February circulation, 1st to 14th inclusive

Daily, 109,260 net; Sunday, 114,362 net.

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

How the General Electric Co. Keeps Track of Its Advertising Space

First System Outgrown as Business Increased—The Present System that Cares for 5,000 Insertions in Nearly 200 Business Papers

By F. S. Ackley

Of the General Electric Co., Schenectady, N. Y.

AS advertising pulled itself by its own boot-straps out of the "necessary evil" class and came to be accepted at its real value as a business building asset it became more and more necessary to keep accurate records of the work and to establish a system of operation comparable with that obtaining in the sales and accounting departments of large organizations. Advertising managers soon found that, in order to handle their appropriations intelligently, the most accurate records had to be instantly available for scrutiny and comparison.

In the General Electric Company's advertising department, where over 5,000 insertions in upwards of 200 technical and trade papers are provided for annually, the need soon arose for a system, as near error-proof and automatic as possible, for keeping track of contract space, supplying publishers with copy and cuts, checking insertions and bills, and recording in a complete, concise and easily analyzed manner all operations in connection with these activities.

The first system devised (before the volume of work reached anything like its present proportions) was very simple and worked satisfactorily for several years. Under this system two books were used—one a scrap book and the other a loose-leaf ledger. The scrap book was known as the "ad book," and contained a record of each advertisement written. The ledger was known as the "schedule book," and this contained a sheet (or sheets) for each periodical used, carrying the record of the advertisements used therein.

The way the system operated

was as follows: A schedule based on contracts with the various periodicals, served as information to the various copy writers on the amount and date of space to be filled. When an advertisement was written in accordance with this schedule it was assigned an arbitrary number taken consecutively from the numbered pages of the ad book. This established its position in the book and served as a permanent identification.

A small form was next filled out with the number and subject of the advertisement and the name of the writer and pasted in the ad book on the proper page. This form had blank spaces for dates and names of papers.

Next, cuts were ordered for the advertisement and a copy of the order filed in a folder to be used in checking bills.

When the advertisement was sent out to a periodical an entry was made in the ad book and in the schedule book. When proofs were received the date was noted in the ad book and when the advertisement appeared the date of checking was noted in the same manner. The advertisement was clipped and pasted in the ad book opposite to the form carrying the notations mentioned above. Upon payment of the bill entry was made in the schedule book completing the record.

FAULTS OF FIRST SYSTEM

This system had two main defects. In the first place it was found to be rather cumbersome and subject to error on account of the numerous entries necessary, although, up to a certain point one book acted as a check on the other. It was very easy, however, for a clerk to forget to make an

entry or to make it for the wrong advertisement, or to make it correctly and then mail the copy to a wrong address.

The other defect was that the schedule book became too important as the only reliable source for most of the vital information required. Its loss would have been practically irreparable and the number of persons using it made such an event not impossible.

For a small department investing a more modest appropriation or one involving fewer periodicals and fewer changes of copy, the above system would be entirely adequate. The department at Schenectady soon outgrew it, however.

THE PRODUCTION SHEET SYSTEM

To replace the schedule book and also take care of cut orders, a three-branched system was devised. The component parts of this system's machinery were a master schedule consisting of loose-leaf sheets, a space requisition file, and a cut requisition file. The procedure was as follows:

After the advertising needs of the various products of the company had been determined in conference with the various executives in charge of the work, and the appropriation decided upon, the necessary space was contracted for with publishers. These contracts and the results of the conference were used as the basis for the year's schedule in the form of "production sheets" in quadruple, one sheet for each page of space. These sheets were delivered to each copy writer in duplicate and constituted his file of future work. One of the other copies went to the forwarder (who orders cuts and sends out copy) as his check on copy to come, and another copy went to the clerk who checks the bills.

Production sheets were about half letter-size and ruled with spaces for product to be advertised, advertisement number, name of writer, name of publication, date of issue, space, and other

necessary information. This information was filled in when the sheet was issued and blank spaces were provided for data on cuts, date sent to publisher, proofs, insertion checked, bill passed, etc.

When an advertisement was prepared, the writer noted date of completion on the production sheet and passed the original with copy and layout to the forwarder, retaining copy No. 1 in his file of record.

On forwarding the advertisement, the forwarder destroyed his file sheet (copy No. 2) and substituted the original (which he had just received) in his file, after noting the date of forwarding thereon. He also ordered cuts, and noted the order on the production sheet. When the cuts were shipped this fact also was noted on the sheet.

The receipt of proofs was the next thing to be noted on the production sheet and the date of their return after the original writer had corrected them and noted, for himself, the date on his own file.

The insertion of the advertisement was next checked on the production sheet in the forwarder's hands and this original passed to the bookkeeper, who substituted it for copy No. 3 in his file. The entry of the bill on this sheet completed the record, the one small sheet now carrying the complete history of the advertisement. These sheets were permanently filed, arranged by periodicals. Each copy writer kept his sheets arranged by products and thus convenient for compiling separate reports for each commercial department on the year's work.

THE REQUISITION SYSTEM

Two classes of requisitions were used under the production sheet plan to aid in the routine follow-up on the detail work. When copy was sent to the publisher a requisition for the space was sent with it. Three carbons were made, the first, known as the vendor file, going to the checker to be held pending the

appearance of the advertisement. The second, or "job file" copy, was pasted in the ad book on the page set aside for that advertisement. The third copy was filed in its numerical order in a binder to serve as a check on the use of the requisitions which were all consecutively numbered.

Appearance of the advertisement was checked on the vendor file, and also payment of the bill, after which this copy of the requisition was permanently filed along with a clipping of the advertisement in the folder provided for the periodical in which the advertisement appeared.

A similar requisition scheme was used for cut orders. In this case the job file copy was held as a tickler on the order, the vendor file going to the engraver with the original order to be returned with notation as a shipping memo. Upon its return it was placed in the vendor file for use in recording payment of the bill, while the job file copy was removed from

the tickler and placed permanently in the folder bearing the number of the advertisement. It thus supplemented the production sheet as visible evidence of the ordering of cuts.

SYSTEM NOW USED

For two years this system remained practically unchanged. A little over a year ago, however, some improvements were made tending toward simplification, and these changes have resulted in a system which, while not perfect, is simple, workable and adequate.

As operated at present, the production sheets have been replaced by a large ledger, known as a "schedule book," somewhat similar to the old schedule book of former days. This is kept by one clerk, who is responsible for its accuracy and completeness. Advance entries are made in pencil, and permanent entries in ink are not made until the advertisement has actually appeared. Each copywriter receives a copy of this ad-

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

vance schedule, and notification of any changes must be issued in writing. Errors are thus practically eliminated. This book is used for entries of bills paid for space. No record of cuts or proofs is kept in this book.

The cut requisition system as described above is unchanged, and but few changes have been made in the handling of the space requisitions. At present, the vendor file copy is kept in a hold-up until proofs are received and returned, notation of date being made thereon. This copy is then placed in another hold-up to await appearance of the advertisement, after which it is filed with the clipping as before.

A resumé of the present system, therefore, shows the following principal sources of information:

1. Schedule book containing a section for each periodical showing data on contract and complete record of advertisements that have appeared and bills paid.

2. Ad books containing, in numerical order, proofs of all advertisements and copies of space requisitions.

3. Vendor file containing clippings of all advertisements filed by periodical and date of issue, each accompanied by copy of the requisition issued. Vendor file containing copies of cut requisitions with cost and delivery noted thereon.

4. Job file containing correspondence, extra proofs and copies of cut requisitions with shipping memo—a folder for each advertisement.

Although there are many features of this system that have not been mentioned here, the salient points have been given with sufficient clearness, it is hoped, to enable the reader to visualize its operation.

ADVANTAGES OF THE SYSTEM

At first glance it may seem that the system of records described herein is exceedingly complicated and requires a great deal of clerical help. Such, however, is not the case. One clerk takes care of the follow-up and checking by

means of the space requisitions and another takes care of the schedule book and bills for space. The cut requisitions and bills are handled by the forwarder. One boy does all permanent filing in connection with the system.

The chief advantage of the system is the fact that nothing can be done without leaving its trace on the records. The copies of the space requisitions are a record in themselves and support the schedule book, forming the basis for the permanent entries. The same is true of the cut requisitions, these forming their own permanent record of each transaction.

It is thus possible to ascertain, on short notice, just how much money has been spent for cuts on each advertisement or subject, how much has been spent for space, what advertising has appeared and, from the advance entries in the schedule book, what is to appear. The result of the present arrangement is absolute certainty as to the disposition of the advertising appropriation and the ability to chart the year's work with a degree of accuracy that would not be possible with less complete information to draw upon. The importance of this in its bearing upon the future work of the department is obvious.

Northwest Dailies to Go After Foreign Business

The Northwest Daily Press Association, comprising newspaper publishers of Minnesota, North and South Dakota, will meet in Minneapolis on April 9. Nine newspapers were represented at the meeting last month, when the association was organized, and Howard Bratton, of the Faribault, Minn., *News-Republican*, and secretary-treasurer of the association, informs *PRINTERS' INK* that the membership will probably be doubled.

The purpose of the organization is to make united effort to secure advertising in the foreign field. S. C. Theiss has been appointed special representative and will maintain offices in Minneapolis, Chicago and New York.

"Travel" Appoints Western Representative

W. R. Emery, Chicago, has been appointed to represent *Travel*, New York, in the West.



The Men Who Wear the Medals

A typical "Leslie's exclusive"—the most recent picture of Emperor William and King Ferdinand, and the only one gotten out of Germany in months—a companion picture in Leslie's contrasts "the men who wear medals" with the "men who bear the scars"—the sacrifices of the tragedy of would-be world-dominion.

17,592 grocers read Leslie's every week

A natural result of our "rated sales" direction of subscription selling of Leslie's is that we get a very large percentage of retail dealers of all kinds.

For example, food products advertising in Leslie's reaches over 450,000 families—and 17,592 of them are families of retail grocers who read Leslie's every week for at least a year, as \$5-a-year subscribers.

Food product campaigns in Leslie's not only reach *all* the members of the family—father and children, as well as mother—but they also reach many of the foremost grocers in each community.

While 5,893 general store dealers further swell the list of food distributors who are reached by Leslie's *every week*.

Current editions, 511,000

Leslie's

Illustrated Weekly Newspaper
Established in 1855

LUTHER D. FERNALD, ADVERTISING MANAGER
New York—Boston—Chicago—Seattle



SWEET-ORR

AMERICAN OVERALL PIONEERS

Will Use
Street & Finney
Pay-as-you-enter
Advertising

NEW YORK, FEB. 20, 1918.

WE are pleased to announce that we have placed our advertising in the hands of the Street & Finney organization. We shall employ their system of "Pay-as-you-enter Advertising."

SWEET-ORR & Co., Inc.

Copy to Stress Patriotism in Third Liberty Loan Campaign

Only About Twenty Per Cent of the Copy Will Feature Attractiveness of Investment—New Features of Organization in Second Federal District of New York

JUST when the next Liberty Loan will be floated has not yet been announced, nor what its amount will be. Active preparations to promote it, however, have been going on for some time at the headquarters of the Liberty Loan Committee of the Second Federal District in New York.

The advertising and publicity department, which did such effective work under the direction of Guy Emerson, vice-president of the National Bank of Commerce, who gave his entire time to it the greater part of last year, and is still in charge, has been enlarged and strengthened in every one of its divisions in anticipation of the extraordinary demands that will be made upon it in the coming campaign. In fact, it has been re-organized from top to bottom and is now in shape to handle in a most efficient manner all the different kinds of work that a large, fully equipped advertising and news agency is capable of performing.

The department now occupies nearly an entire floor in one wing of the Equitable Building, the largest office building in the world, and engages the service of nearly 500 people, many of whom are volunteers, working without pay. In order to produce and place the enormous amount of advertising, news and editorial matter which will be required thoroughly to arouse the interest of the 13,000,000 inhabitants of the Second Federal District in the loan and induce them to invest their savings in the bonds, the organization has been split up into four principal bureaus, each working under the direction of a single head.

The first of these is the Advertising Bureau, of which James I. Clarke, the assistant director of publicity, and formerly of the

New York *Sun*, is the manager. The second is the Press Bureau, with John Price Jones, of the H. K. McCann Company, in charge; the third, the Service Bureau, is directed by Grosvenor Farwell, and the fourth, the Office Bureau, is under the management of C. F. Pritchard. The chief of the copy department is W. T. Mullally. An art department has been organized which is to have as advisors Grant Hamilton, art director of the Leslie-Judge Company, and F. D. Casey, art director of *Collier's*. The news division is managed by G. Selmer Fougner.

Mr. Mullally in talking to a PRINTERS' INK representative about the work of his department said: "As the result of our experience in the two former Liberty Loan campaigns, we are planning our copy along two definite lines. We found that we had a thousand requests for advertisements based upon appeals to patriotism, to one hundred based upon the desirability of the bonds as an investment. Therefore, we have decided that in the present campaign 80 per cent of the copy shall lay stress upon patriotism, and 20 per cent upon the advantages of buying the bonds for permanent investment purposes. In times like these you have got to appeal to a man's love of country to induce him to unloosen his purse strings, especially when his money is, perhaps, invested in securities that are already paying him a higher rate of interest than he will receive from the Government. The key note of the copy will be 'Invest your money in Liberty Bonds to save the lives of our own sons.'

"Every advertisement will be illustrated with effective pictures drawn by a skilled artist. Some of the best-known illustrators in the country have agreed to con-

tribute one or more drawings for the use of the committee.

"In this campaign we are going to give special attention to the women, who come pretty near buying 95 per cent of all the goods sold for personal or home use. Few investments are made by the men without consulting their wives first. Hence, many of the advertisements will be constructed to appeal especially to them. In addition to the four or five copy writers of our staff we are to have the assistance of the best copy men in many of the advertising agencies and a number of expert copy specialists."

One of the most important divisions of the advertising department is the space division, which is under the direction of Bayard F. Pope, of Blodgett & Co., and has the services of 200 persons. It is the province of this division to secure donations of newspaper and magazine space from advertisers or from business concerns that are non-advertisers.

As soon as the date of the Liberty Bond drive is fixed by Secretary McAdoo, 150 experienced insurance, bond and other salesmen, mostly volunteers or whose services have been loaned to the committee, will start out to canvass the city and district for contributions of space or money for bond advertising purposes. The work will be so classified that the best results may be secured. One group of salesmen will canvass the financial advertisers; another, the national advertisers; a third group will call upon users of posters, painted bulletins and electrical displays. A fourth will devote its attention to organizing "pools" among the various trades, social and other organizations. Each of the individual members will contribute to a fund which will be used to buy space for one or more advertisements.

The Service and Feature Bureau will go into action for the first time in the forthcoming campaign. Its purpose is to provide unusual and effective devices to attract special attention and speed

up subscriptions to the loan. Mr. Farwell, the manager, has under consideration a number of novel designs and schemes. One of these is a beautiful triumphal arch to be erected in Columbus Circle or on Fifth Avenue. Another is a huge Liberty Loan ball, bearing an appropriate motto and appeal, which will be rolled from Buffalo to New York. Plans have been submitted for a ten-float traveling parade which will make a tour of the State to stimulate interest.

Although the amount of the issue of the next Liberty Loan has not been announced nor the date when the campaign is to start, the publicity department has been engaged for several weeks in preparing and sending to magazines which are dated two or three months ahead, special articles, stories, poems, humorous paragraphs and editorials designed to pave the way for the aggressive work to follow later on. Little has been done as yet to supply the newspapers with news matter. Beginning this week, however, a full page of "boiler plate," consisting of specials, educational articles, illustrations and cartoons will be furnished to 800 weekly newspapers. Two hundred and fifty house organs and fifty trade and class publications have agreed to print matter furnished by the bureau.

"As the Third Liberty Bond issue will undoubtedly be much larger than the first two, a much greater effort will have to be made to insure its success," said Mr. Emerson. "More advertising space will be needed and more strenuous effort will have to be employed to arouse the public to the necessity of subscribing for the bonds and thus provide the Government with money to carry out its war programme. Greater prominence will be given to the names of the donors of advertising space. Many advertisers whose names are household words in this country are working out special advertisements that will combine the appeal they have been making to the public with the appeal the Government is about to make."



McCLURE'S

From a McClure reader

MORE power to McClure's in its splendid work I've read it for years and enjoyed it, but this March number is the best yet. Carry on and good luck; we are with you.

SIDNEY L. ROBERTS

First Lieutenant, Infantry, N. A.
Camp Dix

*From the president of one of
the largest advertising agencies*

I CONGRATULATE you on the idea, the make-up and the result. America needs a magazine like this and your new proposition deserves to be a big success.

A. W. ERICKSON

THE NEW YORK TIMES TUESDAY, FEBRUARY 15, 1943

Was Germany Right?

What is the real reason behind "coal-less Mondays"?
What caused a plague of mice to destroy millions of bushels of Australia's wheat?
Why may our Nation even need to draft labor?

THERE'S just one answer to all these questions. There's just one reason for the food shortage, gun shortage, freight congestion—a reason that puts America in the position of prolonging the war.

You need to know this reason. Mark Sullivan gives it to you in his rousing article in this week's Collier's—

"WAKE UP!"

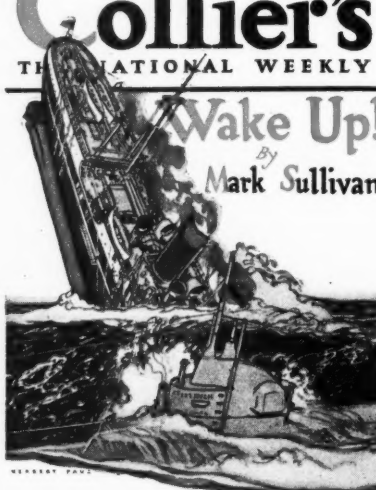
...the one thing that must be ... you realize as ... today.

Collier's

THE NATIONAL WEEKLY

Wake Up!

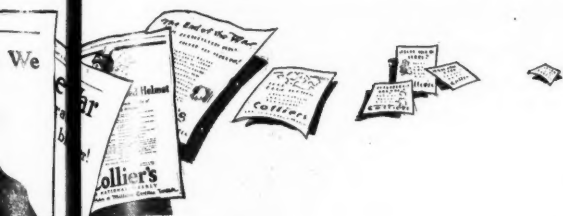
By Mark Sullivan



HERBERT PAUL

More than a Million Every Week

more than a mu



COLLIER'S—"A spirit of aggressiveness perhaps critical but of a constructive nature, and a desire to get back of the big stunt which this country has entered, with the vigor that seems to be lacking in some instances."

million Every Week



BUILDERS of AMERICAN BUSINESS

**ARTHUR LETTS, PROPRIETOR
BROADWAY DEPARTMENT STORE**

"SYSTEM is a magazine that has always appealed to me. I never look through a number without finding something of interest and value. As a business magazine it stands in a class by itself."

Arthur Letts

NUMBER CXXI in the series of portraits of readers of SYSTEM

Poland as a Market for American Products After the War

Contains 265 Land Owners Who
Have an Income in Excess of
\$20,000 a Year, and Thousands
Make an Income of \$1,000 or
More—Manufactured Products
of \$1,000,000,000 a Year

THE possibilities of independent Poland as a new market for American goods was the subject of an interesting address delivered before the Export Division of the Advertising Club of New York on February 21, by T. M. Skarzynski, of Lilpop Brothers, exporters of automobiles and machinery.

Mr. Skarzynski began by saying that American goods had been sold to a limited degree in Poland for many years, but chiefly through German or Russian agents. These middlemen, he contended, should be eliminated and future commercial transactions should be carried on either through direct representatives or through Polish agents.

"What will Poland be after the war?" he continued. "We believe that if she is re-established according to ethnographical principles she will represent a country equal in area to New York, New Jersey, Pennsylvania, Connecticut, Maine, Massachusetts and Maryland, with a population of not less than 25,000,000 inhabitants, Dantzic as its chief seaport and with several other large cities, three of which have a population in excess of 500,000. Sixty per cent of the people are engaged in agriculture.

"Most of the land is divided into large estates, requiring the services of an average of thirty men each. Among the land owners and those engaged in the industries connected with agriculture are 265 whose yearly income is more than \$20,000, and 17,600 with a yearly income of over \$1,000. The industries of the country, which are located mostly on the left bank of the Vistula, employ 1,000,000 men,

and the value of their annual output is about \$1,000,000,000.

"Of course, America cannot supply everything Poland needs. There are some lines that cannot be sold to advantage in that country, such as dry goods, textiles, paper and chemicals. Those for which a market has been or can be created are automobiles, trucks and tractors; tools, machine tools and special mining, wood and steel working machines; agricultural machinery and implements; office appliances, typewriters, adding machines and cash registers; photographic cameras and supplies, moving picture apparatus and films; phonographs and talking machines; leather, shoes and belting; rubber goods and tires and insulating materials.

"It is quite natural that in all these lines there will be strong competition, especially from those made in Germany. It is well to bear in mind, however, that in considering their economical relations with foreign countries the Poles are very careful to make a distinction between those that are strong economically and politically dangerous, and those that are strong economically and not politically dangerous to Poland. Those belonging to the first class are Germany and Austria, and to the second class, the United States, England and France.

"All business men, however, are not good patriots. Many Poles see no reason why they should prefer American to German goods. Therefore, it behooves American exporters, if they would beat competition, to adapt their methods to the local requirements. What is essential is sufficient credit and prompt delivery. By credit I mean ninety days granted to reliable Polish firms dealing as jobbers and distributors, as they are obliged to give the same terms to their customers. As a rule Polish merchants are reliable and can be trusted. In order to give prompt delivery it is necessary to keep in Poland a well-selected and sufficient stock of goods ready for distribution."

FOREWORD

Concerning a Series of Advertisements for The Chicago Daily News

By BERT MOSES

ASK me quickly what one newspaper best typifies the ideal among all American newspapers, and I'll answer without equivocation:

The Chicago Daily News!

For twenty years The Daily News has stood first in my estimation as a newspaper and first as a medium in which to advertise—absolutely there is no exception.

For twenty years I have been possessed of an irrepressible yearning to write a series of advertisements for that paper—advertisements that would have the breath of life in the lines.

It has always seemed to me that its all-round excellence had never been fully made known—that it was a finer and better paper than its publisher had ever represented it to be.

I knew very well that its owner would never himself say what I believe ought to be said to the advertisers of the United States, for the becoming modesty of Mr. Lawson is just as marked as his keen intellect and uncommon ability.

The advertising copy of The Chicago Daily News, while always interesting, has appeared to me entirely too modest, and never seemed to emphasize sufficiently the Gibraltar-like excellence that must be there if the real Chicago Daily News is pictured in type to the public as it actually is.

Quite recently the yearning to express my opinions of this great paper became so acute that I sat down and wrote a letter to Advertising Manager John B. Woodward somewhat to this effect:

"My dear Mr. Woodward:

"I want you to authorize me to write a series of advertisements for The Chicago Daily News, giving me *carte blanche* to say pretty much what I please in my own distinct style. I want to inject a bigger percentage of alkaloids and calories into your advertisements. Really, the present percentage is too low. The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not either tether or hobble me, or use the merciless blue pencil if I occasionally resort to superlatives. Let me do the work under my own name, for the personal element must be present if the ideas I have in mind are carried out. When I get through writing this series, if you let me write it, I am sure you will better understand The Chicago Daily News than you ever understood it before. As a matter of fact, I want to introduce Mr. Lawson to his own child. Now, then, what do you say?"

And Woodward said: "Go to it!"

So this is a foreword to a series of advertisements for The Chicago Daily News that will appear from time to time in PRINTERS' INK.

(This is the first of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The second will appear in an early issue)

So Exclusive That It Hurt, Charles Street, of Baltimore, Advertises

How a Unique Campaign Is Working Out

By Joseph Katz

YOU know the usual plan of advertising a street; the group of "cards" of varying shapes and sizes, sometimes assembled under a heading like "Shop on Main Street—at these Shops."

The Charles Street Association, of Baltimore, had a problem of putting over a street idea, too, but did it so differently, so effectively—and it is working so well that the editor of *PRINTERS' INK* thought you'd want to know something about it.

First of all, let me tell you something about Charles Street and its merchants. Charles Street, the Fifth Avenue of Baltimore, is flanked on each side by merchants who have relied on the "dignity of the Street" to bring the business. When he did advertise the average Charles Street merchant would take a "card" in the paper—"Callahan — Precious Stones—Fine Silverware," and let it go at that.

Such was the condition when the Charles Street Association was organized, several years ago. In his report at a dinner given November 2, 1915, Clarence M. Lehman, president of the Association, said, among other things:

"Now that we have transportation, what are you going to do with it? If you expect the mere fact that you have transportation to give this street a great volume of business without any effort on your part, you are making a grievous mistake. Of course, we all know that the merchants and the merchandise on Charles Street are of an unquestionable character, but you must not lose sight of the fact that there is a general impression abroad among those who have never shopped on Charles Street that the prevailing prices for merchandise are higher than the same merchan-

dise can be purchased for elsewhere. While you and I know that this is not true, yet this impression does prevail, and it is only through an educational campaign that the people can be made to understand that this is a fallacy, and that not only do they get merchandise of a better class on this street, but that the prices on every article shown are as low as is consistent with the quality, always as cheap as it can be purchased elsewhere, and in many cases lower than the same class of merchandise can be purchased for in any other locality in the city of Baltimore.

TO PROVE ITSELF OF THE PEOPLE

"Now you say, 'How are we to reach these people to convince them of the error of their way of thinking?' And my reply to you is, that there is only one way in which they can be reached and that is through the daily and Sunday newspapers. It is true that some of us are advertising in the daily and Sunday papers, but it takes more than a few to convince the vast lot of people who will have to be brought to this way of thinking. What will be necessary to accomplish our purpose is combined effort on the part of all of us, a long, strong pull together, an effort that shows that there is sincerity in what we preach and thorough belief in the facts we state. Let us cast ultra-conservatism to the winds. You must realize that while a considerable business is done, yet only a very small percentage of the people of this city ever come to Charles Street, and it is only by an effort such as I describe that you will make the impression sufficient to bring about the results that you desire."

After a while the organization

came around to the idea of advertising. But "How Shall We Advertise?" was the question. The first thought was to run large advertisements, paid for by contribution from the membership, extolling the advantages of dealing in Charles Street, signing the names of all the shops. It was planned to raise \$10,000 for the

interesting matter, and that the merchant's individual advertisement would be a lot better off all by itself, where it would have a chance to get a position next to reading matter.

Then the writer presented the plan that was adopted.

People don't shop in particular streets because they happen to

prefer those thoroughfares, but rather because the shops with which they want to do business happen to be in those streets, and so, if the shops in a street are live shops, that are making known their wares by proper advertising, the street will take care of itself and become a busy thoroughfare.

So there wasn't much faith in the usual plan of simply repeating over and over again "Shop in Charles Street."

This is the story of a street, advertised by the merchandise in it. The little storyettes take the reader into the stores, painting interesting little word pictures of the new things, and cleverly leaving with the reader the impression that Charles Street shops have the right things at the right prices.

It is a definite way of advertising a street. It doesn't appeal to the

sentimental side of one's nature, but gives definite reasons why the reader should favor Charles Street merchants with his patronage.

The advertisements, which are now appearing, in the *Baltimore News*, are run under the permanent heading of "Seen in the Charles Street Shops." They look very much like the "Lady

(Continued on page 45)



Once again it has come to my attention that Charles Street is considered more expensive than other shopping districts of the city, so once again I am giving the result of my own personal investigation and familiarity with these Shops and their merchandise. Not only do prices along the Street compare favorably with those on other streets, but not infrequently articles are less expensive there than elsewhere.

Barbara Winslow

THE charming rooms of the Funnell Art Company, 309 North Charles street, have been given a really Oriental atmosphere with a myriad of beautiful objects of art from the Far East. There are beautiful silken fabrics deftly woven and richly embroidered, graceful Japanese and Chinese bronzes, and wonderful covered cake and sweetmeat boxes, designed for ornament as well as use. But quite the loveliest of all are the Chinese mirrors, with marvelous antique carving, of a richness of design that I have seen nowhere else in the city.

AND now Fickle Fashion decrees that the low-cut Oxford shall replace the pump for the coming season's wear. Today at Slesinger's, 216 North Charles street, I saw the daintiest sort of a patent leather oxford, with high French heel and finely arched instep, just the thing to wear with a white or colored gaiter, for there is no possibility of its slipping at the heel, or pulling away at the front. They come in brown kid as well, and are a delightfully practical mode.

WHERE is the woman that does not love the garment that she did not expect to have, especially if she feels that when she purchased it she got a bargain? Just now there's a world of opportunity for you to possess the thing for which you've longed, for The Hub, Charles and Baltimore streets, is having its annual "Clean Sweep Sale," and is offering attractive merchandise at prices most alluring. So there's a reasonable satisfaction of possession in every article bought.

JUST because the holidays have passed us by, and Christmas holly wreaths no longer deck windows, it does not mean that "over there" have lost the good of the season.

THE STYLE OF CHATTY COPY THAT BROUGHT MORE TRADE TO CHARLES STREET

purpose—but only \$5,700 was secured, and the plan was dropped.

Then the conventional collective advertisement was thought of—the one that is held together by a "street" headline, such as "Shop in Charles Street—at These Shops." There were objections to that because it was argued that the result is never interesting to the reader, being a conglomerate collection of oddly shaped, unin-

That the people of
Philadelphia
 and its vicinity appreciate the endeavors of
The Bulletin
 to give them
All the News
 of the day

As fairly
 As exactly
 As impartially

as it can be laid before them, is attested by the fact that the name of "The Bulletin" is a household word among them, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the ten largest in the United States.

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports that there are in Philadelphia approximately 380,000 homes.

The net paid daily average circulation of "The Bulletin" for the month of January, 1918, was 375,486 copies a day.

New York Office.....Dan A. Carroll, Tribune Bldg.
 Chicago Office.....J. E. Verree, Steger Bldg.
 Detroit Office.....C. L. Weaver, 11 Lafayette Blvd.



That overtopping satisfaction

SAMUEL PEPPY wrote in his famous diary: "Busy till night, pleasing myself mightily to see what a deal of business goes off of a man's hands when he stays by it."

Today, too, men of affairs admit that the satisfaction arising from the consciousness of "a deal of business" well done, overtops most other forms of satisfaction.

It stands to reason that men who do their work conscientiously, are bound to smoke the same way. In Tom Moore, a light-hearted Havana, such men find a cigar they can always smoke light-heartedly, no matter how long they "stay by it."

REPPY'S DIARY - 1740-1800
First printed in 1840

LITTLE TOM
A Junior Size

TOM MOORE

CIGAR 10¢

A Light Hearted Havana

Today's cigar doctrine



MARK TWAIN advised the reporters that the news of his death was greatly exaggerated. Among great exaggerations of the present day is the idea which persists in certain circles that cigars, to be enjoyable, must be headstrong in taste and recklessly narcotic.

Much more enlightened is the notion that cigars can be genuinely good and at the same time be mild and pleasant.

We believe that Tom Moore, a light-hearted Havana, is doing as much as any cigar to spread this welcome doctrine among men who consider it vital to keep their wits keen, their nerves under strict control.

THE 10¢ SIZE

LITTLE TOM
A Junior Size of Tom Moore

TOM MOORE

CIGAR 10¢ and 2 for 25¢

A Light Hearted Havana

As advertised by

GENERAL CIGAR CO., INC. New York

and BLACKMAN-ROSS COMPANY, New York

Havana—minus the Minus

TOM MOORE Cigar is called "A Light-hearted Havana." His filler is of Havana leaf of the milder sort which gives him a very fine aroma.

His mildness is added to [by his Wisconsin binder and his silky, neutral, Sumatra wrapper. It is this combination of tobaccos which yields the "plus" of Havana satisfaction without the "minus" of unwelcome strength.

Tom Moore is not "sold everywhere." But in most cities where he is known he is a leader. And moving forward very rapidly—over 35% gain last year.

Find out if Tom Moore is a resident of your town. Someone once said, "They always come back for Moore!"

BLACKMAN-ROSS COMPANY

Advertising

95 Madison Avenue

New York

On March 14th

"How invention
smothered a joke"

Lasting Qualities

The man who places his advertisement in the New York City Telephone Directory knows that it will *live* as long as the Directory lives.

That means from three to five months, and then the Directory is only removed when it is replaced by a new one.

As 80% of all New York City Telephone Directory advertisers *renew* issue after issue, most of them have a continuous advertising service that is almost certain to bring big results.

And remember this: All during this long service period the New York City Telephone Directory is consulted on an average of *two and one half million times daily!*

Why not put Telephone Directory advertising to the test and *know* why 80% of the New York City Telephone Directory advertisers renew, issue after issue?

*Telephone, call or write
for particulars.*

NEW YORK TELEPHONE CO
Directory Advertising Department
15 DEY STREET ∴ NEW YORK
Telephone -CORTLANDT- 12 000.

who shops" departments that are so popular in the Woman's page these days. They begin with some general paragraph concerning the advantages of shopping in Charles Street. For instance:

January is indeed the "golden month of opportunity" in all the Charles Street Shops, for it is the time when merchandise is being sold at cost, or even below, to make way for the new stock of Spring goods. And if this war continues, it will be many a day before there will be other sales to equal those now taking place all along the street, since the cost of both labor and materials is advancing rapidly.

BARBARA WINSLOW.

Then in two measures there follow the little stories of the Shops' wares, written up in a very human way. In fact it is to this newsy, intimate style that the success of the campaign is attributed.

For instance, take this paragraph of a florist's shop: Have you ever read a display advertisement of the sort that had quite as much "atmosphere"? And do you think that display type and a border could have helped it any?

As I passed the windows of the Seidewitz Flower Shop, 323 North Charles street, the other day, the window panes were heavily frosted and it seemed almost impossible that inside there was warmth and the perfume of flowers. But when I opened the door the fragrance of roses was in the air and I forgot all about the biting cold, for it's hard to vision ice and snow when scarlet blossoms nod at one, and the starry blooms of the narcissus smile a welcome. I sometimes think the flowers of winter are Nature's promise that spring will surely come.

And doesn't this make you want flowers?

I often wonder why poets sing of the flowers that bloom in the spring. True, they do give promise of summer sunshine, but what of the lovely blossoms that make their own sunshine in the fall and winter months. Nothing could be lovelier than the flowers that I saw today in the window of the Seidewitz Flower Shop, 323 North Charles street. purple, white and red, gay bits of pure joy against the palms and ferns. And tucked away in a corner, as if a bit shy of the brighter flowers, was a tiny basket of sweet peas, all dainty pink and white.

The bottom of the advertisement always carries the line:

"Authorized and paid for under Auspices of the Charles Street Association."

"Barbara Winslow" starts out every Friday to visit the shops that belong to the Association. Although the merchant has something to say, it has been found that if he leaves the things to be written about entirely to "Barbara Winslow," the column will be more newsy. The trouble with the average merchant is that he looks at advertising as a means of getting rid of the things that won't sell, rather than a way of letting folks know of the new things that arrive, and what is best in his shop, instead of telling of his "stickers."

The writer of the copy, Mrs. Blanche Sears Emerson, of the staff of the *Baltimore News*, who is the "Barbara Winslow" who signs the "ads," has tried to inject real information into the items. She says, "I have tried to imagine that I was on the editorial staff of the paper instead of working for the advertiser." "I try to give the reader real information that will be of service to her."

For instance, one advertisement contained this paragraph:

With the officers of the Food Administration urging us to save staples and eat perishable foods, it is a delight to the housekeeper to add a new dish to her limited menu. At Acker-Merrill-Condit's, 220 North Charles street, are delicious Bosc and Anjou pears from Oregon. Combined with Bar-le-Duc, cream cheese and crushed nuts and served with French dressing, these make a really epicurean salad. From Florida have come luscious Japanese persimmons, oranges, grape fruit and casaba melons, and they are, indeed, a tempting argument to keep "within the law."

Another example of "service to the reader":

Frequently the ever necessary telephone is a jarring note in a lovely room. In the boudoir or drawing room there are dainty little ladies, to cover with their silken skirts the ugly black and nickel, but they are sadly out of place in the mannish room. At Benson's, Charles and Franklin streets, I saw a quaint telephone cover, called the "Top of the World," that would harmonize with the leather richness of book-lined walls or the more formal room, and when the globe is opened it makes a sound-box for the voice of the speaker.

The space used is charged to the shop getting the publicity;

and there's always a scramble to get in, for every shop can't go in to every advertisement.

The campaign has done wonders in changing the impression that Charles Street merchandise is high priced. Quite a few of the advertisements start out with such copy as this:

Once again it has come to my attention that Charles Street is considered more expensive than other shopping districts of the city, so once again I am giving the result of my own personal investigation and familiarity with these Shops and their merchandise. Not only do prices along the Street compare favorably with those on other streets, but not infrequently articles are less expensive there than elsewhere.

BARBARA WINSLOW.

And it isn't uncommon for a customer, who was attracted by some item, to remark: "Do you know this is the first purchase I've made in Charles Street. I've always had the idea that things were high priced in Charles Street! Why, I didn't pay any more for this than I would have been asked for it at a department store."

In some pieces of copy the quaintness of the shops is emphasized; and the service that no big stores can render; because when a store gets too big it can't preserve the "hominess" that you'll find when the proprietor is around.

In the Specialty Shops along Charles Street the selection of merchandise is the foremost consideration. It is made personally by the man who runs the business, who always carefully considers both quality and value, that the interest of the customers and the desire to please may be co-ordinated.

BARBARA WINSLOW.

The readers are cleverly directed to the windows of the stores by copy like this:

I never fail to keep sharp watch for a new window display at Benson's, Charles and Franklin streets, for I am sure to find there a reproduction that is exquisite or an original that is charming. To-day there was an eight-piece breakfast suite in old ivory and green, the table and buffet topped in black, the rare sort of thing that cannot help but make one's fruit and rolls and coffee more enjoyable and assure at least the beginning of "a perfect day."

Now what are the results of the campaign? I asked Mr. Lehman, the president of the Asso-

ciation, that question and he replied:

"The advertising has brought down to Charles Street many folks that never before purchased anything in any of its shops; it is rapidly breaking down the old reputation of 'Charles Street high prices.' It has given many members of the Association a taste of the power of publicity, and they are branching out into real advertisers.

"It is not only doing that, but it is showing them *how* to advertise, how to inject the human note into it. Because the advertisements are constantly attracting new readers through their intimate, readable style; they are bringing new customers to the Charles Street shops, replacing those of the 'very rich' who were hard hit when the war broke out, through shrinkage of the income of investments, etc. We are constantly receiving evidence that the ads have a *regular* following."

I asked Frank D. Webb, advertising manager of the *Baltimore News* in which the copy is appearing, if this co-operative advertising had any tendency to cut down the amount of display space used by the advertisers that go into the collective advertisement.

"I should say not! Offhand, I would say we gained somewhere between \$15,000 to \$20,000 worth of display advertising through the influence of this series, and it hasn't been running a year. I think it *develops* advertisers!"

So there you are!

Holeproof Salesman to Sell Magazine Space

Arthur C. Port, for twelve years salesman for the Holeproof Hosiery Company, Milwaukee, Wis., has been added to the Chicago advertising staff of the Crowell Publishing Company, New York. He will represent the *Woman's Home Companion* from the Western office.

Gifford Leaves Hamilton Watch Co.

Paul Gifford has resigned as advertising manager of the Hamilton Watch Company, Lancaster, Pa., effective March 1.

What Relation Should Exist Between Sampling and Advertising During the War?

A Case Where Sampling Got Distribution but Advertising Is Needed to Move Goods

INDIANAPOLIS, IND., Feb. 13, 1918.

Editor of *PRINTERS' INK*:

We have a client who has been using coupons, sampling and free goods to get distribution for a new product which he is manufacturing. He has put out a lot of goods and has already succeeded in getting 94 per cent distribution in the State which he is working, but he is not making any money. We want to convince him that what he needs to do now is to discontinue the coupon and sample methods and use newspaper advertising to move the goods off the dealer's shelves.

Will you kindly give us a list of references of articles that have appeared in *PRINTERS' INK* on this subject and also any other pertinent information that you can.

ALDRED & WINN ADVERTISING SERVICE.

AL DRED & WINN'S diagnosis of this manufacturer's trouble is undoubtedly correct. Their client has arrived at a point in the progress of his marketing where the logical, and, in fact, the inevitable next step is to advertise. The experience of hundreds of manufacturers back up this statement. Getting distribution for a product and creating demand for it are two entirely different projects. An almost perfect dealer distribution, obtained by an extravagant distribution of samples and by making all sorts of liberal allowances to the trade may mean nothing at all. Especially in the case of an unknown new article, the real crux of the marketing campaign is to sell the consumer. In comparison with this task, getting a wide but shallow dealer distribution is simple.

There may be several reasons why the manufacturer in question is not as yet making his proposition pay. The obvious explanation is that it has been taxing him heavily to get distribution and that his present volume of sales is insufficient to stand the expense. Quite clearly the thing for him to do is to advertise. Assum-

ing that the product has merit and that other conditions are favorable, it is within the power of advertising to create a steady demand for it and in this way the sales can be run up to a profitable volume. There is nothing theoretical about this recommendation. It is the very foundation principle of sound advertising practice.

This inquiry brings up the much-mooted subject of the relation that exists or should exist between sampling and advertising. Those who doubt the efficacy of the former method might ask why it is that the widespread giving out of samples didn't create a steady demand for the goods. The answer is that it would be expecting too much. In the first place, sampling is one of the most delicate selling operations imaginable. It requires the most painstaking attention to make it successful. A hundred and one details have to be watched closely or the results of the work may be disappointing. For instance, the samples may have been carelessly distributed. Or the sample may have been so large that it took people too long to use it, with a consequent loss to sales. Again it may have been so small that householders didn't get a chance to give it a fair trial. Then there is this point and it is important: Is this a good time to distribute samples, viewing the question psychologically? Many manufacturers think that it is not. With a shortage of materials existing in many lines and with people on every hand trying to conserve, the prodigal passing out of free samples is likely to make a bad impression. Of course, this does not necessarily indict all war-time sampling. It does, however, give a manufacturer something to

think about before he undertakes any large sampling campaign at present.

But, even though the sampling effort of Aldred & Winn's client was well advised and the details were well managed, this does not prove that it should have created large consumer demand. Sampling does not take the place of advertising. It only supplements advertising. Sampling is intensive. It is often a good way to get a quick start in a community. It is a splendid, though frequently an expensive means of getting distribution. It introduces a product vividly. It lacks, however, the constant, persistent urge of advertising and in sustaining demand, especially for a new article, this steady urge is necessary. Sampling will often make people buy a product, but it takes advertising to keep them using it.

It is a significant fact that the highly perfected sampling methods of, say, the tobacco people are almost invariably accompanied by generous advertising, by window displays and by every other legitimate influence that can be brought to bear on the sale of the product. They value sampling, but do not rely on it altogether.

Smaller and younger manufacturers can make no mistake in following in the footsteps of these leaders. Since this Indiana manufacturer has ninety-four per cent distribution, he is in an excellent position to do consumer advertising. He should be able to get competent co-operation from the retailers from the start and it shouldn't be long before the profit account takes on a different complexion.—[Ed. PRINTERS' INK.]

Latin America Short of Bags for Shipping

Throughout the Latin American countries, which are dependent upon bags and bagging for the shipment of sugar, coffee, grain and ore, there is an unusual shortage of containers this year. The needs of the Allied armies have caused most of the output to be put to military uses, which usually goes to South and Central America and the West Indies.

Various substitutes for jute bags are being offered, cotton and hemp being

the other materials. A small shipment of canvas bags lined with a rubber composition has been sent to Bolivian tin miners to be tried in place of the Calcutta jute bags now in almost universal use on the West Coast for the shipment of ores. The strength of the rubber lined bags makes it possible to use them several times.

Japan is sending jute grown on an island south of Formosa to Argentine to replace Indian jute. A recent issue of the *River Plate Review* tells of the formation by several business men of Buenos Ayres of a company to cultivate a plant known as the "American agave," and to manufacture fiber to supply the raw material for making binder twine and bagging. The machinery is to be imported from the United States at a cost of \$100,000; each machine will have a capacity of 120,000 leaves daily, and the company expects to produce 10,000 tons of fiber annually.

Advertising Speculative Securities Not Essential

As a means toward helping win the war, it is the patriotic duty of advertising mediums to discourage the exploitation of speculative securities.

The Government is asking that the public invest in Liberty Bonds and War Saving Stamps.

Every dollar that is diverted from this course to the pockets of promoters of speculative enterprises at this time, is equivalent to a contribution to the cause of our enemies.

No purely speculative enterprise can be of help to the Government at this time. The advertising of such concerns is usually misleading and ultimately proves to be an imposition on the readers of the publication in which the advertising appears.—*Bulletin of National Vigilance Committee, A. A. C. of W.*

Changes Name and Also Size of Page

The name of the *Gas Review*, published at Madison, Wis., by The Clarke Publishing Company, has been changed to the *Tractor and Gas Engine Review*. The new name was decided upon as one more representative of the field covered.

At the same time, the flat size, 8½ x 12 inches, was adopted, with a type page 6¾ x 10 5-16 inches.

Snively Makes Change in Chicago

J. Dale Snively, for the last ten years on the advertising staff of the *Chicago American*, has joined the *Chicago Examiner*. Before joining the Hearst organization Mr. Snively was connected with the *Kansas City Journal* and later with Scripps-McRea at Kansas City.

1892 — 1918

Media

HERE is where experience serves us well—in the intelligent selection of the vehicles which are to carry the printed words of business.

We've grown up—in the twenty-six years of our existence as an advertising organization—with media of all classes. It is only natural that we know them well.

Let us make it clear that we hold no prejudices for or against media—save the one prejudice in favor of the best interests of the advertiser.

The value of a medium to the proposition in hand is measured as carefully as that of any other element of the campaign.

We believe that newspapers, magazines, farm papers, trade papers, outdoor signs—whatever the media under consideration may be—should be employed as salesmen are employed, with a view to their real fitness for the job.

Herein lies one of the most valuable features of Critchfield & Company service—a service whose thoroughness and sincerity are built upon the rock of Experience.

*Write for booklet, "The Efficient
Simplicity of a Great Service"*

CRITCHFIELD & COMPANY

Brooks Building, Chicago

New York Boston Minneapolis Detroit

A Word on F R

INCONGRUITY! The harsh cacophony of the word gratingly vibrates its meaning and shrieks aloud the clash of ideals, the lack of harmony.



In juxtaposition to strong phrased, gracefully worded, attention compelling copy,

CHARLES DANIEL FREY COMPANY

Advertising

Grammar *from* E Y

perfect in grammatical construction, how often is seen incongruous illustration, lacking the vital elements of idea picturization, out of gear with the very grammar of art, diminishing rather than enhancing the effect-value of the advertisement.



104 South Michigan Avenue, Chicago

Illustrations

The New York Evening Post

announces

the appointment of

VERREE & CONKLIN, Inc.

as Western Representatives

EMIL M. SCHOLZ, Publisher



CHICAGO OFFICE - - STEGER BUILDING
DETROIT OFFICE, FREE PRESS BUILDING

*Messrs. Ryan & Inman, the retiring Western Representatives,
are devoting themselves exclusively to the magazine field.*

New Rule for Success: Make a Ford Accessory

Man Pays \$555 for Car and \$584 for Fixtures

THIS is the story, absolutely true, of a man who bought a Ford and then decided to get everything extra that he could find to "doll it up." The story came out at the National Exposition of Ford Accessories, two weeks ago, and our only explanation is that the gentleman was not an American, but a Canadian.

To begin with, he bought a Ford at Calgary, Alberta, for \$555. He then went to the Motor Car Supply Company of that city and began buying. It is with profound respect and unbounded interest that we publish the following list of accessories, together with the prices which he paid in Calgary:

Electric Starter.....	\$130.00
Carburetor—Stromberg	22.50
Seat covers.....	32.00
One-man top.....	37.00
High-tension magneto—Eisemann	70.00
Bailey non-stall differential.....	22.50
Leak-proof piston rings.....	8.00
Eight special grease cups— Edlemann	1.00
Accelerator—Apco90
Electric tail lamps—Victor....	1.50
Electric side lamps—Victor....	6.00
Klaxon Horn.....	4.00
More Room steering wheel— Neville	9.00
Special steering wheel horn button—Handy60
Waltham eight-day clock.....	8.00
Ammeter—Willard	8.00
Dashboard switches—Cutler— Hammer 4 gang.....	4.00
Speedometer—Stewart	13.00
Dash and trouble lamp—Presto	2.75
Cigar lighter and reel—Presto	6.00
Instrument board—Johnston....	2.00
Aluminum running boards.....	6.00
Tool box—Victor.....	3.25
Robe rail—Style X.....	.75
Rear view mirror.....	3.00
Windshield cleaner.....	2.00
Cork insert trans. bands.....	4.00
Steezezer	3.75
Moto-Meter	5.00
Radiator cap—Edlemann50
Oil can holder.....	.30
Starting handle and holder....	.25
Shock absorbers.....	15.00
Radius supports—L. H. K.....	2.50
Cut-out—Gemco	1.50
Dem. wheels—Kelsey	32.00
Spare rim and tire.....	23.00
Tire-carrier—Gemco	5.00
Non-skid tires—Dominion extra price	13.30

Exhaust deflector—Victor.....	.25
Gasoline gauge—Gem.....	2.00
Oil gauge—Endleman.....	.40
Warner Lenz.....	4.50
Pedal pads.....	.75
Alweather protector—Car Cool.....	2.25
Electric heater.....	3.50
Door pads.....	1.00
Trojan roller bearings.....	18.00

Total\$543.10

In addition to this he carries in his tool box as equipment the following, which cost him:

Pull-U-Out	\$18.25
Special jack.....	3.50
Special pump.....	7.00
Socket wrench set.....	8.00
Weed chains.....	5.00
.....\$ 41.75	
Accessories billed to car.....	543.10

Total\$584.85

In addition to all this the company is figuring on furnishing him with an all-weather top for the coming winter.—Los Angeles Times.

Will. Irwin to Speak to Business Publishers

Next Monday evening the New York Business Publishers' Association will hold a "Third Liberty Loan meeting" at the Automobile Club of America. The subject of the evening will be "The Third Liberty Loan. What You Can Do for It, What It Will Do for Business, and What It Will Do for You." Among the speakers will be Will. Irwin, Arthur J. Baldwin, president of the Associated Business Papers, Inc.; J. J. Rockwell, of the McGraw-Hill Co., Inc.; Roy F. Soule, editor of the *Hardware Age*, and Charles A. Hirschberg, of the Ingersoll-Rand Co., New York, and president of the Technical Publicity Association. Reservations may be telephoned to Robert H. McCready, Madison Square 6552.

Agency Appointment by Bosch Magneto Co.

After March 1 the advertising of the Bosch Magneto Company, New York, will be handled by the McLain-Hadden-Simpers advertising agency of Philadelphia. Alfred H. Bartsch, who recently joined that agency, was for seven years advertising manager of the Bosch company.

"Damn the Torpedoes—Advertise"

And, Honestly Now, What Is There to Fear Anyhow?

By J. J. Geisinger

A MODERN prophet killed himself the other day because the kaiser did not die on January 18th as the prophet had predicted. The disappointment was also great to all of us, but not to the extent of suicide. We still have faith in the future.

When the great war started advertisers fell over themselves to stop advertising. Figuratively, messenger boys stood in line outside of advertising agency and publication doors with telegrams of cancellation. Everything was going to the unlicensed bowwows and nobody around to muzzle the dog.

Oh, but that was a merry melee of pessimism. While they did not have the righteous reason of the prophet, they seemed equally astonished that calamity did not then and there befall the country, instead of business booming as it did.

Now we have the agitation again, only with a little more ballast and an earnest desire and effort to sift the situation. There has been no real advertising panic excepting with the neurasthenics who always expect a safe to fall on them and feel peeved if nothing happens.

There has not been one single reason of the many advanced for the discontinuance of advertising for which there is not a common sense anti-reason why advertising should be continued. Here are some of the quitting excuses: War tax, oversold, freight embargo, scarcity of materials, dealers afraid to buy, economy killing staples, high cost of production, no demand for luxuries, unpatriotic to spend money, Liberty Bonds take all the money, factory crowded with Government work. There may be a lot more—whispered ones, behind closed doors—but enough is enough.

One concern sent out a proclamation saying that if advertising

to create more business did not cease, defeat and disaster awaited the country. It read like German propaganda to kill business. Fright, simply fright—not real fright, but stage fright.

God only knows what would happen to men in this mental condition if an arrow from a German war canoe broke a window in the Woolworth Building or chipped some paint off the Brooklyn Bridge.

Can anyone imagine a sensible man who started with nothing but an idea and who achieved great success after years of advertising investment, stopping the investment now if he has any faith in his country? When he planned his first advertising appropriation he was looking ahead two, three, four and more years. Has success made him short-sighted?

Ask him at what price he assets the value of his trade-mark and don't be surprised at six figures. Is he going to allow that value to depreciate when he can enhance it still further by continuing his advertising as an insurance investment or is he going to put the latch-string out for the convenience of competition that has been trying for years to open his door with a cheap jimmy?

NO EXCUSE FOR FAILING TO ADVERTISE

If I were a manufacturer who had built up a great good will for a trade-mark product, this is the time I would surely advertise consistently and persistently to keep that trade-mark before the public even though I could not at present supply the demand.

Foolish? Perhaps—but did you ever hear of a man allowing his life insurance to lapse because he had "symptoms?" I would know that if my trade-mark lost prestige and was forgotten I would have to begin all over again. But if I insured its value by continu-

ORANGE JUDD FARMER



AGAIN! Leads in Illinois

1917 proves another big year for the ORANGE JUDD FARMER. By again carrying a greater volume of both commercial and live stock advertising, the ORANGE JUDD FARMER maintains as usual its leadership in Illinois.

	COMMERCIAL	LIVE STOCK	TOTAL <i>All Advertising</i>
ORANGE JUDD FARMER	315,203	62,928	393,275
	AGATE LINES	AGATE LINES	AGATE LINES
2D PAPER	293,404	38,498	340,352
3D PAPER	277,436	41,407	343,649

Not only did ORANGE JUDD FARMER lead in 1916 and 1917 in commercial advertising, but it also led in live stock advertising, carrying for the year just ended nearly 63,000 agate lines, as against its nearest competitor of 41,000 and its next nearest competitor of 38,000.

This is a gain for ORANGE JUDD FARMER in live stock advertising of 18,000 lines over 1916, as against its nearest competitor's gain of 10,000, and its next nearest competitor of 6,000.

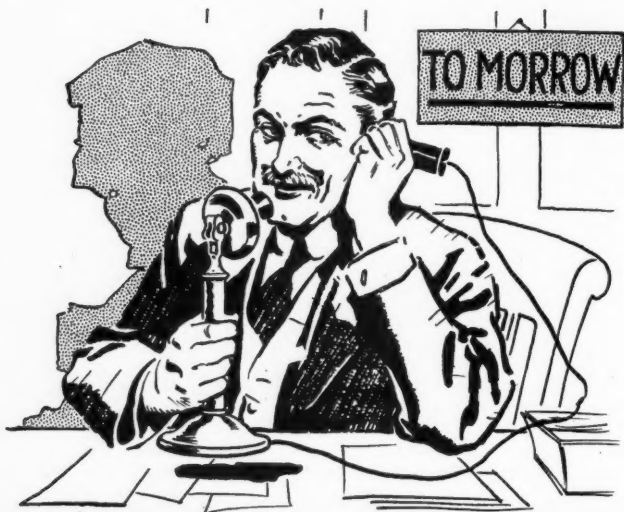
140,000
Circulation

The figures used above are taken from the Washington Press Reports and may be verified by anyone interested.

If you want the farmers' trade in Illinois, the old reliable ORANGE JUDD FARMER will serve you with a remarkable degree of efficiency.

Over
70,000
in Illinois

ORANGE JUDD COMPANY
Publishers
Members of the A. B. C.
30 North Michigan Avenue
Chicago, Ill.



Printers' Promises—usually synonymous with a “shorter and uglier” word. *However—*

We have the transportation facilities to handle big runs. Our own railroad siding, with a five-car loading platform means stock in quickly and printed matter out in record time.

Our plant equipment is on the same proportion. Ask for our book, “Big Runs.” It shows you how we can keep our promises.

The Jersey City Printing Company
Jersey City, N. J., U. S. A.



ous advertising the only calamity that could cause me to go broke would be German victory. One way to help Germany win is to close up shop, throw people out of work and curtail the circulation of earned money.

Supposing with the increased cost of production that I made little or no profit, even at an increased price? Wouldn't I be further ahead with my trade-mark intact at the end of the war than I would with a few measly dollars of skimmed profits from dwindling sales and no trade-mark value to bank on for the future? Did anyone ever hear of a trade-mark product coming back after it had lost its momentum?

When a consumer fails to get something he wants he wants it all the more, unless human nature has changed. Realizing war conditions, he may, for awhile, accept an unknown substitute, but even if it were of little better quality than the advertised product no one could make him believe it. However, even an ingrown habit will outgrow itself in time.

Not that this war is not the most terrible, gigantic, destructive, far-reaching disaster that ever afflicted humanity. But even so, we only aggravate it by stopping the machinery that furnishes the sinews necessary to conquer. The difficulties are great but not insurmountable. The flood upset things a bit, but even then Noah built an ark and survived it. What we want to-day is more Noahs and less noise about calamity—more builders and less wreckers.

The solution is to adapt advertising to new conditions. The first thing to think about is not cancellation or diminishment of appropriation, but how can the plan and copy and merchandising support be more adequately and effectively worked out.

Cutting off a publication here and there is not meeting conditions. It is simply the line of least resistance that gives the excuse for saying "We have cut down our advertising because (insert here any of the above excuses)." This isn't conservation.

If the publications were right in normal times they are right now. No really strong medium has so far suffered materially.

ADVERTISING SHOULD BE BETTER THAN EVER

We hear so much about conservation of money in advertising that concentration of *thought* seems to have been entirely overlooked. Too much of the advertising "copy" of to-day bears in general the ear-marks of yesterday. The same conventional expressions, the slap-dash, irrelevant illustration—the chief purpose of which seems to be to fill space—are still with us. They are, of course, the loose ends and do not represent the careful, original, deep-thought work of conscientious advertising men and the perfectly rounded-out plans of well-grounded advertisers. But there are enough of them to make the whole advertising fabric look wasteful, especially when every other branch and detail of business is being analyzed to the bone.

Concentration of thought is what is wanted now—a closer analysis of every word, line and picture to arrive at the minimum of waste and maximum of power in selling. This is not the time for the broad brush of impressionism, for persiflage or the leaving of things unsaid and unportrayed, with the hope that the advertisement will create a "psychological" demand. People are too serious to be curious just now, and they will be more so later on. They want to know, they want it straight and they want it true.

That there are different ways of saying and displaying a message goes without argument. The Methodist minister will preach hell-fire and brimstone to a half-empty church while Billy Sunday, with the same text, will overcrowd a tabernacle covering a city block and carry conviction and conversion to thousands. His product is no better than that of the Methodist minister. The difference is in the way he describes and pictures it. An inch of orig-

inality is worth an acre of mediocrity.

The advertising agent who is satisfied to see his client go along in the same tracks he has been following for years is going to be waked up with a jolt. The advertising manager who does not realize quickly that we are living in a new age requiring new and different activity never will wake up.

The advertiser who does not make a thorough analysis of his advertising motor with a view to eliminating the misses and increasing its hill-climbing power is likely to be stalled. This is no time for low-proof gas, gummy lubrication or weak ignition. Every idea must be a spark, every spark an explosion, every explosion a revolution and the impulse must be carried to the wheels without friction or loss of power.

No driver ever puts on his brakes going uphill, and this isn't the time to put on the brakes in advertising. But it is the time for super-thought and extraordinary skill to get all the power out of the advertising dollar there is in it.

The greatest trade-mark in the world is "U. S. A."

The man who abandons his trade-mark to shift for itself in the face of fire is a business slacker.

To stop advertising now is like throwing up the sponge before the fight starts because you are afraid of the mug of the man in the other corner.

Damn the torpedoes—go ahead!

Author of "Wilson—That's All" Unknown

Maurice Switzer, advertising manager of the Kelly-Springfield Tire Company, in an address at the New York Advertising Club on February 20, emphatically denied the charge that he was the originator of the slogan "Wilson, That's All." "Everywhere I go," he said, "I am introduced as the author of the famous phrase, and I have to spend much valuable time in denying it. This slogan was used by the manufacturers of Battle Axe plug tobacco twenty-five or thirty years ago. Who originated it I do not know. I am told that the number of people who lay

claim to the authorship of this famous slogan would make an army. My own opinion is that no one person was responsible for it.

"While I was advertising manager of Wilson's I visited Atlantic City in early spring. It so happened that just before I arrived a schooner, loaded with brick, had been wrecked and sunk a short distance from the shore, near Heinz's pier. Two masts, fifty or sixty feet apart, sticking up out of the water, perhaps thirty feet, indicated its location. I stood looking at it from the shore when R. C. Maxwell, the Trenton sign man, came up and he remarked, pointing to the masts rising from the sea, 'That would be a fine place for a Wilson sign.' I agreed with him and asked if it would be possible to put it there. He replied that he would find out. In the afternoon he reported that he had bought the wreck for \$100, and agreed for \$200 more to swing the sign between the masts. With the aid of some of the coast guards and other persons Maxwell swung a big banner bearing the motto 'Wilson Whiskey—That's All,' in place.

"The next day was Easter Sunday and the Board Walk was crowded with people, and the most conspicuous object in the sea foreground was that big Wilson whiskey sign. The day following the newspapers printed stories about the enterprise shown in putting it up. Then the Atlantic City people began to protest against its presence off shore. It was a shame, they said, to spoil the outlook from the Board Walk by a whiskey advertisement. The newspapers printed columns of stuff about it. Then the Board of Aldermen threatened to blow up the wreck if the sign wasn't removed.

"Maxwell informed the board that if anything of the kind was done he would sue the city for damages. The city fathers took the matter up with the authorities at Washington, who, after making an investigation, announced that the wreck was within the jurisdiction of Atlantic City and therefore they could do nothing about it. While the tempest over the sign was still raging, somebody one night dynamited the wreck and put an end to the Wilson advertisement.

"The next day Mr. Maxwell got busy and discovered who had destroyed the wreck. He brought suit against the city and was finally awarded \$700 damages. You can imagine what a lot of excitement there was in Atlantic City during all this time. Ballington Booth preached a temperance sermon in the Tabernacle in which he bitterly attacked the Wilson company. Before the sign was put up a notice had been erected on the shore end of the Heinz pier notifying the public that the best view of the wreck could be had from the end of the pier. It remained in position for a week after we had converted the wreck into a Wilson whiskey advertisement, and helped us a lot. Then it suddenly disappeared. Of course every step in the controversy over the sign was faithfully reported in the newspapers."

DOMINATING the Field

In 1917
the Plain Dealer printed
580,043
separate classified ads
78,001
more ads than appeared
in any TWO
other Cleveland
newspapers

The above record adds another chapter to the already long story of

Plain Dealer Supremacy

It is proof positive that advertisers recognize the *fact* that the Plain Dealer is to be depended upon for results.

Covering the Cleveland and Northern Ohio field thoroughly, the Plain Dealer reaches the *real* buyers. A steady, consistent growth, both in the matter of advertising and circulation, has placed the Plain Dealer in the enviable position of

Dominating the Field

Over 175,000
Daily

Over 200,000
Sunday

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Eastern Representative:
JOHN B. WOODWARD
710 Times Building, New York

Western Representative:
JOHN GLASS
Peoples Gas Building, Chicago

gravure

ADVERTISING

in

The Tribune Graphic

The Tribune Graphic is the twelve-page rotogravure picture section of The New York Sunday Tribune—a fascinating photographic panorama of last-minute pictures of the world war, current events, society, the stage—including W. E. Hill's nationally famous page of humor, "Among Us Mortals"—all artistically printed by the gravure process in soft sepia browns.

During 1917 The Tribune Graphic was second in volume of advertising among all Sunday pictorial gravure sections in the United States.

One strong advantage of gravure over run of paper advertising is that practically everybody who buys a Sunday paper, whether he goes carefully through the rest of the paper or not, gives serious consideration to the picture pages. Pictures appeal always—to old and young alike.

Edited for the more intelligent, Tribune circulation is especially valuable to advertisers of merchandise appealing to those in comfortable circumstances. A policy of truthfulness and honesty in advertising bars the objectionable and assures clean company, while The Tribune's money-back guarantee has developed unusual reader responsiveness.

While most newspapers charge a premium of from 50 to 100 per cent on gravure space, all the extra value of gravure advertising in The Tribune Graphic costs but little more than run of paper—in fact, a special page rate of \$500 is actually less than the cost of a run of paper page.

During 1917 The Tribune Graphic carried 24 per cent more full-page advertisements than any other New York Sunday gravure section.

Is The Tribune Graphic on your 1918 lists?

NEW YORK TRIBUNE

FIRST TO LAST—THE TRUTH: News - Editorials - Advertisements

Will Publishers' Fate Be Up to Individual Postmasters?

Under the New Zone Postal Law, What Will Be Called Advertising?

By Charles Johnson Post

Director, Publishers' Advisory Board, New York

IT has occurred to me in connection with this 50 to 900 per cent periodical postage increase law, with its revival of the destructive and archaic zone scheme, that possibly the full measure of its operations in detail may have escaped some general notice. It would seem that its oppressive operation in actual practice would be apparent, and yet we have had a great number of inquiries as to how it would work out.

The 50 per cent increase is flat throughout the United States on all newspapers and periodicals for the reading columns only; i. e., one and a half cents a pound; all advertising matter pays at the rate of from two to ten cents a pound, depending upon the zone it is in.

This is apparently simple—to law-makers. But in operation this is what must happen: The publisher will take his issue fresh from the press down to the postmaster and calculate with him the amount of reading matter and the amount of advertising matter. Just what is reading matter and what is advertising matter in the construction possible—and probable—under the postal administration? There are book magazines which review their own books—is that advertising or is it reading matter? If an editorial refers pleasantly and commendingly to a past issue or a forthcoming issue—is that advertising matter or reading matter? Are theatrical reviews reading matter or advertising? Certainly they have an advertising value. And who is to determine whether this distinct advertising value is to be charged up to advertising postage or reading postage? Is it to pay one and a half cents a pound or ten cents a pound? Is a theatrical review disparaging or laudatory? Is it ad-

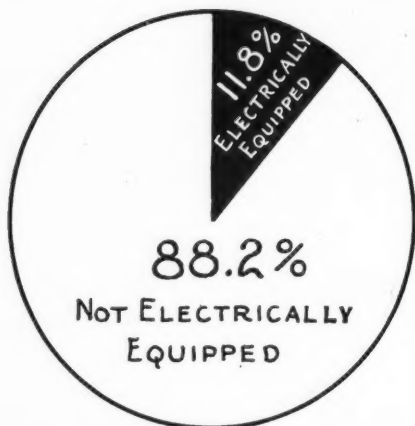
vertising matter when laudatory and reading matter when deprecatory? Who is to judge this distinction—the publisher? Past performances of the post-office with publishers indicate that the publisher is not permitted to decide anything.

It is no answer to say that postmasters will not do these things, for the history of the post-office is full of hair-splitting distinctions and discriminations that are matters of amazement to those who have given any study to the sound principles of postal function and postal service. This 50 to 900 per cent periodical postage increase law places in the hands of postmasters an arbitrary power of determining postal rates for publications by the arbitrary exercise of their own initiative, decision and final judgment, that amounts to an advertising censorship with fines for the victims.

THE VAST AMOUNT OF WORK THAT WOULD BE REQUIRED

Then having determined just what constitutes advertising and reading matter in that particular issue, and having measured it up, cut it out with a scissors, and placed it upon the scales and weighed each separately, the publisher will then produce his mailing list and compute the number of copies that are to go into each of the eight zones. He will keep careful track of his mailing list and bear in mind that all of New York is in Zones One and Two, with the exception of something over one thousand small towns and villages, which towns and villages must be separated and advertising and reading matter, as weighed, paid for at the rate for Zone Three.

In Indiana, for another exam-



Manufacturers of Electrical Equipment Are Interested in the Farm Field Now

More than two years ago an investigation in over 6,000 farm homes developed the fact that 11.8% of the homes served by THE FARMER'S WIFE were then equipped with electric lights.

A new investigation is now under way to determine the increase in the last two years.

But the chart shows two fertile fields for the electrical manufacturer to cultivate.

The larger for isolated electric plants, the smaller for all kinds of electrical equipment.

Write us for the results of the last investigation and put in your order for the investigation now under way.

When you have sold the farm woman, seven-eighths of your battle is won.

THE FARMER'S WIFE goes into 1 out of every 8 farm homes in the United States.

THE FARMER'S WIFE

WEBB PUBLISHING COMPANY
PUBLISHERS
ST. PAUL, MINNESOTA

STANDARD FARM PAPERS, INC.,
Western Representatives,
1341 Conway Bldg.,
Chicago, Ill.

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
381 Fourth Avenue,
New York, N. Y.

ple, he will note that all subscribers are in Zone Five, except some 170 odd towns, which are in Zone Four, and must pay as prescribed for that zone.

Colorado is mostly in Zone Seven, but there are a number of towns in Zone Eight which will demand increased postage.

The main portion of Iowa is in Zone Five, except something over 200 post-offices which are in Zone Six. Their subscribers must be isolated on the mailing lists in order to pay the increased postage demanded by law for that zone.

Massachusetts is mainly in Zone Two, but with something over 200 towns in Zone Three.

Michigan is mainly in Zone Four, except some 400 towns whose subscribers are in Zone Five, and for which the publisher and the postmaster must compute the additional postage under this zoning system. And so it goes.

These are typical instances that apply to every State in the Union. For the Post-office Department maintains an elaborate geographical department with tracings and surveys to determine exactly which zone towns are in; and nice questions are continually arising as to what postage should be paid by towns that are within baseball-throwing distance of each other.

It is pleasant for a publisher who thinks that he knows the postmaster and can walk in with his publication under his arm and greet the postmaster as "Bill" and be greeted as "Joe"—and then, no doubt, no questions will arise. But suppose the postmaster does not like brunettes and the publisher is a brunette; or the postmaster likes politics and the publisher is doing his best to expose them. What is going to be the result? Hostile controversy at the very least. For this zone system, with its 50 to 900 per cent postage increases, can breed more hostile controversy, bonded postage, appeals, counter-appeals, rejoinders, sur-rejoinders and rebuttals extraordinary, stays, delays, appellate hearings before departmental chiefs, further hearings before superior chiefs, and departmental litigation, than has

ever before been devised to compound red tape and focus irritation.

It is no answer to say postmasters will not do this—the point is *that they can do it*. This postal "zone" law with its complicated system of 50 to 900 per cent postal increases gives a postmaster a power over publishers beyond off-hand calculation. And the Postal Department by its action in re-establishing a zone system abolished by President Lincoln, and its support of the theory of postal administration as a means of extracting a profit on the same basis as any mercantile establishment—while harnessed with the theory that it is also a political hospital, indicates stormy times ahead for publishers in defining advertising and reading matter and paying the proper postage thereon.

Fulgeras Forms New Advertising Agency in France

Jean H. Fulgeras has withdrawn from the Societe Europeenne de Publicite, of Paris, France, and has formed his own advertising agency at 115 Rue Caulaincourt, Paris. He will have associated with him R. Chabau, a former business associate in the Societe.

Mr. Fulgeras visited the United States in September and October last year and established connections with several large national advertisers interested in the foreign field.

Mr. Fulgeras has a distinguished war record. He served as secretary to General Chaffee during the Spanish-American War. When the war broke out in Europe Fulgeras was again called for special service, and before his discharge because of wounds, had been decorated by the French Government and by King Albert of Belgium.

La Bart Makes Change

Edward S. LaBart has resigned as advertising manager of Morris & Co., Chicago packers, to go with the advertising and publicity department of Wilson & Co., packers, of the same city.

He is succeeded at Morris & Co. by H. E. Erickson, who has been advertising manager of the Rock Island Lines.

Burt R. Barr, who has been connected with the advertising department of The Goodyear Tire & Rubber Company, Akron, Ohio, has been appointed advertising manager and assistant sales manager of the Stewart Motor Corporation, Buffalo, N. Y.

Gravure

ADVERTISING

in

The Tribune Graphic

The Tribune Graphic is the twelve-page rotogravure picture section of The New York Sunday Tribune—a fascinating photographic panorama of last-minute pictures of the world war, current events, society, the stage—including W. E. Hill's nationally famous page of humor, "Among Us Mortals"—all artistically printed by the gravure process in soft sepia browns.

During 1917 The Tribune Graphic was second in volume of advertising among all Sunday pictorial gravure sections in the United States.

One strong advantage of gravure over run of paper advertising is that practically everybody who buys a Sunday paper, whether he goes carefully through the rest of the paper or not, gives serious consideration to the picture pages. Pictures appeal always—to old and young alike.

Edited for the more intelligent, Tribune circulation is especially valuable to advertisers of merchandise appealing to those in comfortable circumstances. A policy of truthfulness and honesty in advertising bars the objectionable and assures clean company, while The Tribune's money-back guarantee has developed unusual reader responsiveness.

While most newspapers charge a premium of from 50 to 100 per cent on gravure space, all the extra value of gravure advertising in The Tribune Graphic costs but little more than run of paper—in fact, a special page rate of \$500 is actually less than the cost of a run of paper page.

During 1917 The Tribune Graphic carried 24 per cent more full-page advertisements than any other New York Sunday gravure section.

Is The Tribune Graphic on your 1918 lists?

NEW YORK TRIBUNE

FIRST TO LAST—THE TRUTH: News - Editorials - Advertisements

Will Publishers' Fate Be Up to Individual Postmasters?

Under the New Zone Postal Law, What Will Be Called Advertising?

By Charles Johnson Post

Director, Publishers' Advisory Board, New York

IT has occurred to me in connection with this 50 to 900 per cent periodical postage increase law, with its revival of the destructive and archaic zone scheme, that possibly the full measure of its operations in detail may have escaped some general notice. It would seem that its oppressive operation in actual practice would be apparent, and yet we have had a great number of inquiries as to how it would work out.

The 50 per cent increase is flat throughout the United States on all newspapers and periodicals for the reading columns only; i. e., one and a half cents a pound; all advertising matter pays at the rate of from two to ten cents a pound, depending upon the zone it is in.

This is apparently simple—to law-makers. But in operation this is what must happen: The publisher will take his issue fresh from the press down to the postmaster and calculate with him the amount of reading matter and the amount of advertising matter. Just what is reading matter and what is advertising matter in the construction possible—and probable—under the postal administration? There are book magazines which review their own books—is that advertising or is it reading matter? If an editorial refers pleasantly and commendingly to a past issue or a forthcoming issue—is that advertising matter or reading matter? Are theatrical reviews reading matter or advertising? Certainly they have an advertising value. And who is to determine whether this distinct advertising value is to be charged up to advertising postage or reading postage? Is it to pay one and a half cents a pound or ten cents a pound? Is a theatrical review disparaging or laudatory? Is it ad-

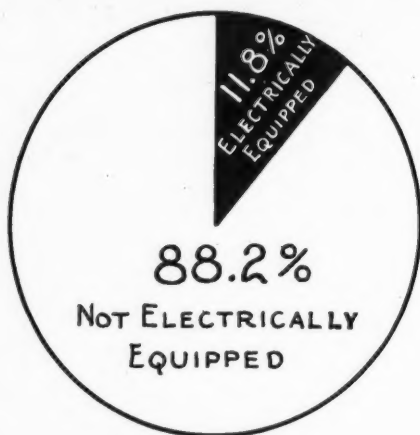
vertising matter when laudatory and reading matter when deprecatory? Who is to judge this distinction—the publisher? Past performances of the post-office with publishers indicate that the publisher is not permitted to decide anything.

It is no answer to say that postmasters will not do these things, for the history of the post-office is full of hair-splitting distinctions and discriminations that are matters of amazement to those who have given any study to the sound principles of postal function and postal service. This 50 to 900 per cent periodical postage increase law places in the hands of postmasters an arbitrary power of determining postal rates for publications by the arbitrary exercise of their own initiative, decision and final judgment, that amounts to an advertising censorship with fines for the victims.

THE VAST AMOUNT OF WORK THAT WOULD BE REQUIRED

Then having determined just what constitutes advertising and reading matter in that particular issue, and having measured it up, cut it out with a scissors, and placed it upon the scales and weighed each separately, the publisher will then produce his mailing list and compute the number of copies that are to go into each of the eight zones. He will keep careful track of his mailing list and bear in mind that all of New York is in Zones One and Two, with the exception of something over one thousand small towns and villages, which towns and villages must be separated and advertising and reading matter, as weighed, paid for at the rate for Zone Three.

In Indiana, for another exam-



Manufacturers of Electrical Equipment Are Interested in the Farm Field Now

More than two years ago an investigation in over 6,000 farm homes developed the fact that 11.8% of the homes served by THE FARMER'S WIFE were then equipped with electric lights.

A new investigation is now under way to determine the increase in the last two years.

But the chart shows two fertile fields for the electrical manufacturer to cultivate.

The larger for isolated electric plants, the smaller for all kinds of electrical equipment.

Write us for the results of the last investigation and put in your order for the investigation now under way.

When you have sold the farm woman, seven-eighths of your battle is won.

THE FARMER'S WIFE goes into 1 out of every 8 farm homes in the United States.

THE FARMER'S WIFE

WEBB PUBLISHING COMPANY
PUBLISHERS
ST. PAUL, MINNESOTA

STANDARD FARM PAPERS, INC.,
Western Representatives,
1341 Conway Bldg.,
Chicago, Ill.

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
381 Fourth Avenue,
New York, N. Y.

ple, he will note that all subscribers are in Zone Five, except some 170 odd towns, which are in Zone Four, and must pay as prescribed for that zone.

Colorado is mostly in Zone Seven, but there are a number of towns in Zone Eight which will demand increased postage.

The main portion of Iowa is in Zone Five, except something over 200 post-offices which are in Zone Six. Their subscribers must be isolated on the mailing lists in order to pay the increased postage demanded by law for that zone.

Massachusetts is mainly in Zone Two, but with something over 200 towns in Zone Three.

Michigan is mainly in Zone Four, except some 400 towns whose subscribers are in Zone Five, and for which the publisher and the postmaster must compute the additional postage under this zoning system. And so it goes.

These are typical instances that apply to every State in the Union. For the Post-office Department maintains an elaborate geographical department with tracings and surveys to determine exactly which zone towns are in; and nice questions are continually arising as to what postage should be paid by towns that are within baseball-throwing distance of each other.

It is pleasant for a publisher who thinks that he knows the postmaster and can walk in with his publication under his arm and greet the postmaster as "Bill" and be greeted as "Joe"—and then, no doubt, no questions will arise. But suppose the postmaster does not like brunettes and the publisher is a brunette; or the postmaster likes politics and the publisher is doing his best to expose them. What is going to be the result? Hostile controversy at the very least. For this zone system, with its 50 to 900 per cent postage increases, can breed more hostile controversy, bonded postage, appeals, counter-appeals, rejoinders, sur-rejoinders and rebuttals extraordinary, stays, delays, appellate hearings before departmental chiefs, further hearings before superior chiefs, and departmental litigation, than has

ever before been devised to compound red tape and focus irritation.

It is no answer to say postmasters will not do this—the point is *that they can do it*. This postal "zone" law with its complicated system of 50 to 900 per cent postal increases gives a postmaster a power over publishers beyond off-hand calculation. And the Postal Department by its action in re-establishing a zone system abolished by President Lincoln, and its support of the theory of postal administration as a means of extracting a profit on the same basis as any mercantile establishment—while harnessed with the theory that it is also a political hospital, indicates stormy times ahead for publishers in defining advertising and reading matter and paying the proper postage thereon.

Fulgeras Forms New Advertising Agency in France

Jean H. Fulgeras has withdrawn from the Societe Europeenne de Publicite, of Paris, France, and has formed his own advertising agency at 115 Rue Caulaincourt, Paris. He will have associated with him R. Chabau, a former business associate in the Societe.

Mr. Fulgeras visited the United States in September and October last year and established connections with several large national advertisers interested in the foreign field.

Mr. Fulgeras has a distinguished war record. He served as secretary to General Chaffee during the Spanish-American War. When the war broke out in Europe Fulgeras was again called for special service, and before his discharge because of wounds, had been decorated by the French Government and by King Albert of Belgium.

La Bart Makes Change

Edward S. LaBart has resigned as advertising manager of Morris & Co., Chicago packers, to go with the advertising and publicity department of Wilson & Co., packers, of the same city.

He is succeeded at Morris & Co. by H. E. Erickson, who has been advertising manager of the Rock Island Lines.

Burt R. Barr, who has been connected with the advertising department of The Goodyear Tire & Rubber Company, Akron, Ohio, has been appointed advertising manager and assistant sales manager of the Stewart Motor Corporation, Buffalo, N. Y.

Financing the Small Farmer and Renter to Speed Up Food Production

New York State Agricultural Society in Drive to Get Him to Borrow from Special Fund for the Purpose

NEW YORK State farmers are being urged through an advertising and publicity campaign to do their utmost toward growing crops and breeding sheep and swine to "help win the war." The organization of the drive, which has been running for about a year now, has excited comment. Some other State organizations, including the Agricultural Department of Canada, have written for details in order to utilize points of value in the plan for themselves.

publicity campaign in charge of H. H. Charles throughout the State, sending broadcast bulletins on such subjects as "a million acres of wheat"—"save the barnyard manure—\$28,000,000 loss annually in New York State alone"—"more sheep money"—"raise the heifers," etc.

To secure maximum results from this propaganda, however, it was felt that the farmer without ordinary credit facilities must be given a way for expanding his efforts.

A fund was therefore started, subscribed by wealthy citizens of the State, from which to make such loans. This fund was made available at 255 banks in the various counties of the State. The only collateral a borrower need give was character and a demonstrated willingness to work. His fitness was passed on by a committee of two local grangers and a local

banker or other person having credit information and experience. More than 500 such committees were formed, which passed on applications through the year.

The borrower made out an application blank in duplicate, giving the purpose to which he expected to put the loan. Without committing itself financially, the local committee might approve the application, and then the borrower could present his note, with his application blank, at a local bank appointed by the trustees of the fund. The bank would then

(Continued on page 69)

HELP WIN THE WAR

with Pork and Wool. This is your chance to serve your country, just as truly as the men in khaki are serving her "over there". We will lend money to Farmers in New York State to purchase Sheep and Swine. Special loans to Boys and Girls, 16 years and over—no age limit.

If you have brood sows for sale write us giving age, weight, breed and price.

Write at once for full particulars

PATRIOTIC FARMERS FUND

MARC W. COLE, Secretary

UTICA, N. Y.

ADVERTISING THAT IS MAKING THE FUND KNOWN TO FARMERS

The plan, known as the Patriotic Farmers Fund, was started in the spring of 1917. Conditions had been hard and many of the small farmers and renters were not in a financial position to assume the burden of added planting and breeding, despite the recognized necessity for greater efforts. The well-established farmers could do it, for their banking credit is strong, but if production was to be stimulated, it was realized that every possible farm and every available acre should be enlisted.

The New York State Agricultural Society started an extensive

Be careful!

CAUTIOUS managers are putting non-skid chains on their advertising. It's a slippery year. Greater care must be exercised in the planning and distribution of window and store display material—in order to get them across and maintain that most valuable thing in brand advertising—dealer hook-up.

Getting and holding dealer cooperation via display material is our business, and our only business. We are specialists.

Every recommendation we offer is—
Specifically designed for the product.
Specifically designed for the kind and class of dealers.

Specifically designed for the season.
Specifically designed to fit the manufacturers' selling and distribution plans.

We do not call in the artist and the "picture man" until the plan itself is perfected.

May we do some specific recommending for you on your 1918 display problem?

**The International
 Sign Company**
 Headquarters:
 Cleveland, O.

Branch Offices:
 Boston Pittsburgh Philadelphia
 New York Chicago St. Louis

SPECIALISTS IN

Complete
 Window Displays
 Counter Displays
 Display Containers
 Cutouts
 Transparencies
 Paper Trims

Our *Only* Business

Poster Advertising
Company, Inc.

511 Fifth Ave. Postal Life Bldg. New York

***W**HAT is the first step in production?*

To get experienced production men.

What is the first step in selling?

To get experienced salesmen.

What should be the first step in planning a Poster Campaign?

To get experienced Poster Men.

★ ★ ★

Our principals are recognized Poster specialists, with many years of practical experience.

Our organization has been built through daily demands for thoroughness and efficiency. Poster Advertising has always been our *only* business.

An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing has and is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices.

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

advance him the face amount of the note, which bore $4\frac{1}{2}$ per cent interest, and then draw on the fund for the amount. No indorsement was asked on the note.

More than 4,000 loans were made during the year, which assisted in planting 40,000 acres to food crops. The bulk of the loans came due on December 1, 1917. Eighty per cent of them were paid at maturity, fifteen per cent were renewed, and five per cent were carried as past-due paper, awaiting the marketing of crops on the holders' farms.

So successful was the idea that, following a sheep show at Utica early in December, 1917, it was decided to extend this loan idea to get the small farmer to raise more sheep and swine, which breed and mature more rapidly than beef. The fund by now has grown to a million dollars, and this year a drive is being made to apply it particularly to the raising of live stock. It takes real money to buy breeding stock, and where the renter or small farmer might be more than willing to own some good ewes, sows and sires, he can't always see his way to lay down \$100 or \$300 for them.

Now, through the fund, the farmer may borrow, on the same collateral, up to \$100 for buying swine, and up to \$300 for sheep breeding stock. The same credit machinery will pass on his application. Loans are payable six months from date, with the privilege of one six-months renewal. The interest is at the rate of six per cent annually. In filing an application the farmer fills out a blank giving full information about himself, his farm, his status in relation to the farm, insurance information, amount of stock of various kinds already owned, amount to be purchased by the loan, etc.

Moreover, it has been arranged to make special loans from the fund to boys and girls enrolled in sheep and pig clubs.

The existence of the fund and its availability to all are being advertised in farm papers and rural newspapers, with a patriotic ring

to the copy. The farmers are also being circularized by means of return postal cards, not only to call their attention to the fund, but also to get them to list their present holdings of stock, and their facilities for carrying more, if possible. If they want a pure-bred sire, a space is reserved for them to designate "yes" or "no."

"Comfort's" Map Shows What Zone Law Would Mean

To show the disparity between second-class postage rates in Canada and the rates as they would exist in the United States under the zone provision of the postal law, *Comfort*, of Augusta, Me., has prepared a map of the two countries which shows the inequalities at a glance. There is a broad red band imposed on the map sweeping from Halifax to Dawson, in the Yukon, and Canada has a uniform bulk rate of a quarter of a cent a pound to carry newspapers and periodicals this distance. There is another red band extending from Maine to California—a lesser distance—and the United States intends to charge ten cents a pound as a maximum rate. The map, with a printed explanation of its meaning, is being sent by W. H. Gannett, the publisher of *Comfort*, to members of the United States Senate and House of Representatives and governors of the States. It is the intention to give it as wide a distribution as possible for the purpose of interesting the public in making an effort to induce Congress to repeal the zone measure.

A. B. C. Votes for Rate Increase

The polls closed February 15 for the vote of members of the Audit Bureau of Circulations, Chicago, upon the proposed increased rates. It is announced that 461½ affirmative ballots were cast and 171 in the negative. After the polls closed 37½ affirmative votes and 10 negative were received. As a result of the balloting publisher members will be assessed at a higher rate, according to the size of circulations, and Class A and B members—advertisers and agencies—will pay 20 per cent more.

A vote on rate equalization was taken at a meeting of the A. B. C. held January 4, but the result was so close that it was decided to take a ballot by mail. It was this mail vote the result of which is just announced.

The chief auditor of the A. B. C., O. von Frangstein, has resigned. He is succeeded by Franklin Allen, who has been Mr. von Frangstein's assistant.

R. Grey McHenry, of Wilkes-Barre, Pa., who has been engaged in newspaper work both in the East and West, will join the advertising staff of *Association Men*, New York, on March 1.

Camouflage and Conversation

Facts and Figures

vs.

Despite war conditions—

Despite greatly increased publishing costs—

Despite the Post Office Department's ruling (effective July 1, 1917), requiring publications to net 50 per cent of their published yearly subscription price—

Despite its raise in subscription price from 50 to 75 cents a year (in effect since January 1, 1917)—

Farm Stock & Home

Minneapolis, Minnesota

on January 1, 1918, showed by actual count

138,026 Net Paid Circulation

This is the largest net paid circulation ever attained by any farm paper published in Minnesota.

There's something about *net* circulation that suggests *net* profits.

Think it over.

"Foremost Farm Paper of the Northwest"

Member of Agricultural Publishers Association
Member Audit Bureau of Circulations



REPRESENTATIVES

NEW YORK

A. H. BILLINGSLEA.....No. 1 Madison Ave.

CHICAGO

J. C. BILLINGSLEA.....1119 Advertising Bldg.

ST. LOUIS

A. D. McKINNEY.....Post Dispatch Bldg.

Baker's New Order May Permit Concerns to Advertise Government Contracts

There Is Much Speculation Regarding the Effect of a Ruling by the Secretary of War on the Famous "Article XX" in War Contracts

Special Washington Correspondence

SPECULATION is in order as to the effect of an order just issued by Secretary of War Baker upon the prohibition heretofore imposed upon a large share of Government contractors with respect to their advertising. Since the entry of the United States into the world war the greater number of the firms engaged in the manufacture of military equipment and supplies for the U. S. War Department have been specifically prohibited by contract from advertising the fact that Uncle Sam was their customer and from circulating pictures or reading matter with reference to the commodities furnished directly or indirectly to the Government. On the face of the thing the prohibition has not been absolute, it being merely stipulated that printed matter that might fall within the ban should be submitted to a Government official for approval before being placed in circulation. However, as matters have worked out, approval has been given in so few instances that the restriction has operated as a virtual prohibition upon such advertising and publicity.

The order lately promulgated by the Secretary of War reads as follows: "The Secretary of War directs that hereafter the practice be adopted of freely making public the names of all contractors for military supplies." There is, of course, no mention of advertising in this order nor any reference to the system heretofore in vogue for censoring advertising at the War Department. That system is, at this writing, functioning as heretofore. However, the question will naturally arise whether the censorial plan if not

formally abolished may not, in effect, fall of its own weight.

From time out of mind various Government officials in a number of the executive departments have, on their individual responsibilities, discouraged in so far as lay within their power the exploitation of orders placed by the Government in furtherance of advertising prestige. The first sweeping application of this principle, however, came with the preparation last autumn of a Government contract form which embodied a clause that was to become famous in advertising circles as "Article XX." This paragraph bound the contractor who signed such a contract to "refrain from exploiting by publicity or otherwise" the product manufactured for the Government and in any way from advertising the manufacture of such product. Pictures and printed matter disclosing the articles or parts of same or processes of manufacture are, by stipulation, required to have the approval of the Chief Signal Officer of the Army, who is given authority "to censor the same."

ADVERTISERS "FORGOT," IN SOME CASES

This limitation upon the advertising activities of firms that happen to hold Government contracts has been noiseless in its operation, and latterly some persons in advertising circles have gained the impression that perhaps there had been a relaxation of the strictures imposed by the Chief Signal Officer. In support of such suspicion there has been observed the appearance of several advertisements that seem contrary to the letter and spirit of Article XX. A well-known contracting firm, for in-

stance, has used newspaper display to exploit the fact that it has been selected to build the big explosives plant near Charleston, West Va., for the United States Government. Another construction company has pictured and described in its house-organ the Coast Artillery barracks which it has erected at various defenses in New York Harbor.

There has been no new policy, no attitude of greater leniency adopted at the office of the Chief Signal Officer. One of two explanations applies in the case of almost every advertisement that has appeared in apparent disregard of the mandate for secrecy. For one thing, a contractor operating under a contract containing Article XX may have overlooked or forgotten this innovation in Federal stipulations and made advertising capital out of his connection without submitting to the censorship and before the Government could stop him. That sort of thing has not occurred very frequently, but it has occurred in some instances. The explanation that holds in a far greater number of cases is that Article XX does not appear in all the Government's war contracts. The impression has been given in prior references to the subject that the restrictive rider is included in every contract made by the Government with a manufacturer. This is not the case. Its absence from certain contracts will be found to explain much of the advertising that has been done in the construction and building supply field. The Government's purchases of material for cantonments as well as its patronage of construction companies have been made the text of advertising that emphasizes the idea of Governmental endorsement of wares or service.

NO DESIRE TO BREAK THE GOVERNMENT'S RULE

Lieutenant Burkhart, to whom the Chief Signal Officer has delegated his censorial powers with respect to advertising and printed matter, declares that not only has there been no modification of the

original restrictions, but that he has had little difficulty in holding contractors to the letter of the law. In some instances, holders of Government contracts have started advertising campaigns, but in every instance where action has been taken, the mere calling of attention to Article XX has sufficed to put an end to the exploitation. In some instances where a manufacturer has taken undue liberties, but where the one advertising insertion contemplated had been made before the War Department heard of the matter and where the incident was thus closed before any preventive could be applied, Lieutenant Burkhart has simply allowed the matter to pass.

As expressed by Lieutenant Burkhart, the Department has two objects in applying the prohibition authorized by Article XX. First, it is deemed questionable taste for an advertiser in war time to make sentimental capital of the fact that he is serving the Government by selling goods to it. Second, it is deemed unwise to exploit the fact that the Government is using any specific device. This applies not only to such obviously confidential items of equipment as signal apparatus, aeroplane accessories, etc., but even to details of uniforms. Pictures are, of course, accounted especially deadly as conveyors of information.

In the rulings of his censorship, Lieutenant Burkhart has had to indulge in a form of hair-splitting that may appear mystifying to certain advertisers. The censor has authorized certain firms to employ the phrase "Contractors to the Government" in their advertising. However, this authorization has usually been given only in the case of large plants making a variety of products only certain items among which are supplied to the War Department. In the case of a manufacturer known to commerce as the producer of a single article, permission to use the above placard has invariably been denied. The object is to prevent the positive identification of any manufactured article as an item of Government equipment.

FIRST

THE NEW YORK TIMES published a greater volume of display advertising in 1917 than any other newspaper in the leading cities.

The record follows:

	<i>Agate lines</i>
THE NEW YORK TIMES . . .	10,258,983
Chicago Tribune	9,814,812
Philadelphia Inquirer	8,267,020
Boston Post	7,228,639

The New York Times is the only New York newspaper to record a gain in advertising in January and February, 1918.

Are These the Most Pressing Business Problems Raised by the War?

A List Made by the Salesmanship Congress for Its Annual Meeting

WHAT are the most urgent business problems of the war?

The World's Salesmanship Congress, after an inquiry among its members, announces a list of war subjects which it evidently believes are the most pressing. A call for the third annual session of the congress has been sent out, and announcement is made that the congress will convene in Detroit, April 24th to 27th, 1918, a date somewhat in advance of the usual time.

The secretary of the congress, in his announcement, states that the following questions have been "urged and endorsed by our leading tradesmen, publishers and commercial agents":

"To Win the War, Can the Nation Do Without the Individual Business Man?"

"To Win the War, Must Business Earn to Maintain the Nation's Credit?"

"Must the War Be Waged Entirely on Present Savings, Not Earnings?"

"What Businesses Are Non-Essential?"

"Is 'Non-Essential Industry' a Recent and Verbal Invention?"

"What Shall We Do with Business, to Win the War?"

"Is Enough Consideration Being Given to the Difficulty of Starting Up a Business That Has Been Shut Down?"

"Is Enough Consideration Being Given to the Fact That We Are Preparing for a Temporary, Not a Permanent War?"

"Are Labor and Materials the Only Things That Can Be of Value in Support of Our Fighting Machine?"

"Are Recent Trade Restrictions Affecting the *Spirit* of the Nation?"

"Is It Illegal and Unpatriotic for Newspapers to Solicit Advertising and Stimulate Sales at This

Time?"

"Will the Restrictions of the Magazine-Zone Legislation Help Business and Help Win the War?"

"Is So-Called American Extravagance a National Commercial Asset or Liability?"

"Does the Collapse of the Railroads Argue the Possibility of National Industrial Paralysis?"

"Is It More Patriotic in War Times to Wear Old Clothes?"

"Are the World Nations Going Hopelessly Bankrupt?"

"Can the Nation Keep on Going Bankrupt Indefinitely and Still Carry On?"

"The Projected War Finance Corporation."

"Artificial Restriction vs. Free Play of Supply and Demand."

"Quantity Output of Shells vs. Quantity Output of Motor Cars, Safety Razors and Typewriters."

"Winning by Weight of Metal vs. Winning by Weight of Output."

"The Difference Between Adjustment and Curtailment."

"The Citadels of Cash, Credit and Commerce."

"Price Fixing."

"War Ends, but Business Never Does."

"An Ounce of Organized Trade Preservation Now vs. a Pound of Ruthless Trade Warfare Later."

"Either We Must Have the Biggest National Scrap-heap Ever Witnessed, or Else We Must Make the Biggest Efforts Ever Recorded in Industrial Organization"

"Individuals, Not Nations, Do Business."

"The Economic Weapon the Final Factor in the War."

It is also announced that Herbert N. Casson, who has resided in England since the outbreak of the war, will go to Detroit especially to tell the convention how England has solved the above questions.



Motherhood was always the most important thing in life, but it was never so clearly recognized as now—by all nations.

The advertising man who can not, or does not, think of merchandising and home needs, in terms of the wants of mothers, is seriously handicapped.

There is probably no place in the world where the various wants of the mother are so surely known as in the editorial department of The Mother's Magazine. This sound and accurate knowledge is gleaned from hundreds of thousands of letters from mothers.

While the editorial appeal of The Mother's Magazine is specific, this specific appeal has had to be made through an infinite variety of home interests indoors and out.

The most accurate and probably the most inspiring literature for an advertising man to read is contained in every issue of The Mother's Magazine.

Those who can get this point clearly fixed in their minds will surely profit by it.

The George E. Cook Co., Inc.

George E. Cook
President

S. Keith Evans
Vice-President

Thomas Jones
Sec'y-Treas.

95 Madison Avenue
New York



WHEN Hartford was a village the inhabitants depended on the *Hartford Courant* to tell them of the happenings of the day; and as the village grew to a town, and the

town to a city, the people and this only morning paper became fast friends.

Today, the worth while people of the city of Hartford and the surrounding towns look to the *Courant* every morning for the news and merchandise announcements. They rely on

THE HARTFORD COURANT

The Only Morning Newspaper for
Hartford's Over 130,000 People

Always sold for 3 cents, it is a quality newspaper with a weekday circulation of over 20,000 (Sunday over 23,000) among people who have the money to buy the best products.

THE HARTFORD COURANT
HARTFORD, CONNECTICUT

Foreign Representatives
Gilman & Nicoll

New York
World Bldg.

Chicago
Tribune Bldg.



Advertising to Cash in on War-made Market for Substitutes

Many of the Old Obstacles Confronting the Selling of Oleomargarine Have Been Removed—What Various Concerns Are Doing to Take Advantage of the Opportunity

"THIS is oleomargarine year." That is the slogan of one of the leading manufacturers of butter substitutes, and it is supported by an examination of the facts, which show that the consumption of oleomargarine is increasing at an enormous rate. And, as always when dispatch is needed, strong advertising is already appearing for the product.

Federal statistics for the fiscal year which ended June 30 last recorded an increase of 53 per cent in the output, the total being 234,000,000 pounds, while unofficial figures for succeeding months indicate that the increase is now proceeding at an even greater rate.

The war is the primary cause of the increase. Exports of dairy fats, including butter, have increased over 1,000 per cent. This is the most concentrated form in which fats can be shipped, and that is why the admonition of the Food Administration, "Save the fats," has a logical corollary in the suggestion to use butter substitutes as part of the fat-saving programme. In fact, reports from Washington indicate that the Hoover organization is shortly to undertake a vigorous campaign having in view increased consumption of oleomargarine, and this undoubtedly will still further stimulate the industry.

Since the market opened up in earnest, as a result of conditions brought about by the war, one of the most significant and important changes yet recorded in the American industry has taken place. This is the introduction of butter substitutes made with the oils of coconut, peanut, etc. These products are labeled oleomargarine, and come within the regulations that have affected the older products, but their introduction has given an opportunity for advertising of an entirely new character.

Since coconuts are white, white coconut butter does not have the prejudice to overcome that oleo-

This is Oleomargarine Year!



Armour's GLENDALE Oleomargarine

PRESENT world conditions demand food economy. Every loyal housewife will do her share in complying with Food Administrator Hoover's suggestion that the use of a "butter equivalent" will help solve the food problem of the nation.

The use of Armour's Glendale not only means a big saving in your weekly food allowance money, but in addition places on your table the highest grade, purest and most wholesome food value. Its use is indicative of intelligent, patriotic economy. This is oleomargarine year!

For, oleomargarine has come into its own. Indeed, the enormously increased sales prove not only this but also demonstrate

(through official Government figures) the extent to which people are responding to the food conservation idea.

Glendale, made from selected ingredients—only the very choicest—is churned with pasteurized milk and butter. Made by a healthful, scientific process under the most ideal conditions. Glendale is U. S. Government inspected, stamped with the Armour Oval Label—a grade mark standing for finest quality. Make the Armour Oval Label your pure food guide.

These Merchants Sell Glendale—Buy a Carton Today



ARMOUR'S COMPANY
Chicago Kansas City



NO APOLOGY IN ARMOUR'S OLEOMARGARINE COPY

margarine, made with animal fats, has always had to contend with. Coloring matter is supplied for mixing with the vegetable product, so as to conform with custom in the matter of a colored butter, but those in charge of promotion work feel that the psychological angle is decidedly more favorable

vegetable product, Nut-ola, right along with oleomargarine made with animal fats. In one case which was reported to PRINTERS' INK, a manufacturer who was preparing to release a campaign on oleomargarine of the older variety changed his plans completely and is now preparing to advertise a margarine made with vegetable oils.

In view of the endorsement of Washington authorities, expressed and implied, of butter substitutes, one might be led to assume that there should be no difficulty in obtaining new legislation which would put the manufacture of oleomargarine on a more favorable basis. Reliable reports from the Capital state, however, that there is little chance of anything of this sort going through, owing to the opposition of the dairy farming interests, though a bill has been introduced in Congress to put the taxation of oleomargarine on a flat basis of one cent a pound.

At present there is a tax of one-fourth cent a pound on uncolored oleomargarine, with an additional tax of nine and three-fourth cents if the coloring matter is used by the manufacturer. As a result of this tax, which is regarded as prohibitive,

little of the oleo is offered in that form, but capsules containing the coloring matter, which is said to be exactly the same as that used in coloring creamery butter, are provided, so that the consumer can add it himself.

This constitutes, by far, the chief difficulty in popularizing the product, and has been a stumbling

U. S. FOOD ADMINISTRATION LICENSE No. G-00646



"Purity Nut" Margarine
Is Colored at Home

You Can Color Two or Five Pounds of

PURITY NUT MARGARINE

In the same time it takes to color one.

WHY NOT BUY IN LARGE QUANTITIES?
Color it to suit yourself and save the tax of 10c per pound.

PURITY NUT Margarine is white. The law says it must be white or else the housewife must pay 10c a pound tax to buy it already colored. However we supply with each pound print of PURITY NUT Margarine, a capsule of vegetable coloring matter (the same thing the butter makers use to color butter) and this can be added quickly to PURITY NUT in your own kitchen.

DIRECTIONS FOR USING

Take the oleomargarine when sufficiently soft to be workable, place in bread bowl or similar receptacle, and flatten with paddle. Open end of color capsule, pour contents over top, then work with paddle or spoon until color is evenly distributed. One capsule contains sufficient for one pound.

The average family will use to or three pounds of margarine per week. **PURITY NUT WILL NOT GET STRONG OR RANCID.** This is another argument why you should buy two pounds or more and color it in the same time it takes to color one.

Churned by

CAPITAL CITY DAIRY CO.

Columbus, Ohio



DEALER COPY FOR PURITY NUT MARGARINE

in connection with the coconut product.

The new forms of oleomargarine have proved so popular, as a matter of fact, that most of the leading manufacturers have added them to their lines. Armour & Company, for instance, have just started a newspaper advertising campaign that will feature their

We take pleasure in announcing that the Baltimore American will distribute the ILLUSTRATED SUNDAY MAGAZINE as part of their Sunday edition beginning with the March 3rd issue.

Blue Bird Inc.

New York

Chicago

Boston

Detroit

Buffalo

WE TOLD YOU SO

Last September Association Men changed to its present, larger, flat-opening size. In announcing this change some predictions were made. Remember? We said that within a year Association Men would double and perhaps treble its circulation.

At first the word "perhaps" was put before "double." Then with a little trembling it was omitted. We came right out and said that the circulation *would* double. And now it has done even better than that. In five months, less than *half* a year, Association Men has doubled its circulation—net paid circulation, too.

There must be good reasons for such rapid advancement. There are. From time to time we shall tell you about some of them. But what you are most interested in right now is that the present rate is based on the old circulation figures. You are paying for only half the circulation you are getting. In the near future good business will demand an increase in the rate. Now, contracts covering certain periods can be made for \$168 a page, 40 cents a line.

ASSOCIATION MEN

the class magazine of general interest

F. C. FREEMAN
Business Manager

A. P. OPDYKE
Advertising Manager



124 East 28th Street, New York
HARLEY L. WARD
19 S. LaSalle Street, Chicago



block in sales work which only the present unusual conditions seem strong enough to remove. Mixing the oleo with the coloring matter at home, while it is constantly referred to in the advertising, seems to be regarded by the consumer as considerable of a chore, especially in cold weather, while in the minds of many housewives there has lingered a reluctance to purchase uncolored margarine which no amount of educational matter in the newspapers and magazines seems to have been sufficient to remove entirely.

But with creamery butter selling at 55 cents a pound retail, and margarine bringing from 30 to 35 cents a pound, there is an opportunity to make a money saving that has been too attractive to be disregarded. The result is that the number of women regularly using butter substitutes is on the increase, the number of dealers increased over 40 per cent last year—a Federal tax of \$6 a year enables this feature to be checked—and manufacturers have had plenty of encouragement to advertise vigorously, especially as they have had the new and attractive forms of vegetable margarines to exploit.

An interesting sidelight on the possibilities of the industry at present is furnished by the fact that Armour & Company, of Chicago, have recently completed a \$1,000,000 factory devoted entirely to the manufacture of oleomargarine, and with an ultimate capacity of 100,000,000 pounds a year. This is almost 40 per cent of the present total consumption, and gives an idea of what the Armour interests think of the future of this business.

Furthermore, the quality of butter substitutes is steadily rising. The new vegetable products are said to be very good, indeed, and Federal authorities who have had occasion to inspect the plants declare that there has been a distinct improvement of quality, while the leading factories are having to operate day and night to take care of the demand. This is giving an opportunity to appeal to the dis-

criminating among consumers of oleo, since the high cost of butter and the propaganda for war saving has made customers out of people who a few years ago would have ridiculed the idea that they would ever be using oleomargarine on their tables.

ADVERTISING MAY CONTINUE THROUGH THE YEAR

Another feature of the business which is of special interest from the advertising standpoint is the possibility that all-year-round consumption of oleo may make it practical to advertise the product twelve months in the year. Heretofore butter prices have fallen during the spring and summer months, when pasturage is plentiful and cream can be produced cheaply, and this has made it difficult for the substitute to compete successfully except during the fall and winter. War conditions, however, will probably maintain a shortage of butter during the summer as well as at other seasons, so that the price differential between butter and oleomargarine will be sufficient to warrant the manufacturer in continuing to advertise his product at all seasons.

In the event that this happens, it is believed that the educational influence of the heavy oleomargarine advertising now running will result in the temporarily broadened market being held permanently by the substitute. This is largely a question of quality, of course, since it is fair to assume that if consumers are pleased by the substitute they will not be inclined to resort to butter again, especially if there remains a definite inducement in the form of a lower price.

As the proposed propaganda of the United States Food Administration with reference to using butter substitutes will probably coincide with some of the big advertising campaigns of oleomargarine manufacturers, it is of interest to note what is in prospect in that direction. The Washington correspondent of PRINTERS' INK reports that a big drive to

conserve the fats, especially by promoting the use of butter substitutes, is to occupy a prominent place in the programme of the Food Administration for the early part of this year.

The Food Administration has habitually, and as a part of its regular propaganda, urged the use of butter substitutes to the greatest possible extent, both for table use and in cooking, but the present project is an added effort in this direction. Having solved the sugar situation for the time being, and given all possible impetus to the "save the wheat" movement, the Food Administration will now turn its forces in an intensive way on the proposition of saving fats. The obvious and most conspicuous feature of the undertaking is the encouragement of the use of butter substitutes.

The Food Administration, as far as it has been possible to learn, does not intend to confuse the issue by attempting to assist in the butter-saving movement through asking for legislation to change present oleo manufacturing restrictions. This would invite opposition and might affect the result of the campaign, for which the Hoover organization naturally desires to have the most wholehearted and undivided support. However, margarine interests believe that popularizing their product in this and other ways will ultimately develop a public opinion so strong as to insure an improvement in regard to the present restrictive legislation.

A good deal of the publicity which manufacturers of butter substitutes are putting out has to do with the correction of the tax situation. For example, the Capital City Dairy Company, of Columbus, O., is circulating an effectively designed booklet, "Your Honor—We Appeal for a New Verdict," in connection with its campaign for Purity and Purity Nut margarines. Two paragraphs from the booklet are typical.

"The dairy interests who have fought margarine because it was unscrupulously offered as butter are 100 per cent right. They had

every right to protect themselves. They prevented the people from being cheated.

"Those dairy interests who today fight margarine when it is offered and sold as margarine are 100 per cent wrong. They are committing a wrong when they attempt to blind the people to the truth."

Henry H. Kamsler, sales manager of Armour & Co., says in "The Armour Magazine" that just as present war conditions have increased the market for oleomargarine, so war conditions in France in another generation brought the product into existence.

"Oleomargarine was invented in Paris," he says, "forty-seven years ago. It was the exigencies of war-times that called the product into existence. The fame of the French chemist, Mege's Mouriés, remains secure in the annals of food history, not only for having met an emergency, but for establishing a permanent blessing for mankind.

"By a strange and most notable coincidence, oleomargarine has obtained its second lease of life, so to speak, and come into an abounding popularity under circumstances parallel to those which prompted its invention. Again nations are under the stress of war. And once more—on a far more prodigious scale than ever before in the history of the world—the consideration of food supply has become a vitally serious problem.

"The product has its own claims. To-day it stands endorsed not only by the Federal Government, the Food Administration, chemists and food specialists, but by a vast and increasing number of food consumers throughout our country, who have learned to be guided by reason and patriotism rather than by prejudice."

The 10,000-line Armour newspaper campaign on oleomargarine started February 1. A 1,000-line advertisement opened the campaign, followed by 500-line copy three times a week. The advertising will run through the spring, covering practically the whole ter-

Important Notice

to

Advertisers and Agencies Located in the East

Mr. E. A. Arkenberg, who has been absent from New York since August first assisting in the establishing of our Chicago Office, is now back in New York City in full charge of our Eastern Branch.

This will insure the very highest grade of service in the handling of your Newspaper Classified Advertising.

ARKENBERG
Special  *Agency*
PUBLISHERS' REPRESENTATIVES

NEW YORK
702 World Bldg.
Tel. Beekman 2252

CHICAGO
1120 Lytton Bldg.
Tel. Harrison 5508

Newspaper Classified Headquarters

WE TOLD YOU SO

Last September Association Men changed to its present, larger, flat-opening size. In announcing this change some predictions were made. Remember? We said that within a year Association Men would double and perhaps treble its circulation.

At first the word "perhaps" was put before "double." Then with a little trembling it was omitted. We came right out and said that the circulation *would* double. And now it has done even better than that. In five months, less than *half* a year, Association Men has doubled its circulation—net paid circulation, too.

There must be good reasons for such rapid advancement. There are. From time to time we shall tell you about some of them. But what you are most interested in right now is that the present rate is based on the old circulation figures. You are paying for only half the circulation you are getting. In the near future good business will demand an increase in the rate. Now, contracts covering certain periods can be made for \$168 a page, 40 cents a line.

ASSOCIATION MEN

the class magazine of general interest

F. C. FREEMAN
Business Manager

A. P. OPDYKE
Advertising Manager



124 East 28th Street, New York

HARLEY L. WARD

19 S. LaSalle Street, Chicago



block in sales work which only the present unusual conditions seem strong enough to remove. Mixing the oleo with the coloring matter at home, while it is constantly referred to in the advertising, seems to be regarded by the consumer as considerable of a chore, especially in cold weather, while in the minds of many housewives there has lingered a reluctance to purchase uncolored margarine which no amount of educational matter in the newspapers and magazines seems to have been sufficient to remove entirely.

But with creamery butter selling at 55 cents a pound retail, and margarine bringing from 30 to 35 cents a pound, there is an opportunity to make a money saving that has been too attractive to be disregarded. The result is that the number of women regularly using butter substitutes is on the increase, the number of dealers increased over 40 per cent last year—a Federal tax of \$6 a year enables this feature to be checked—and manufacturers have had plenty of encouragement to advertise vigorously, especially as they have had the new and attractive forms of vegetable margarines to exploit.

An interesting sidelight on the possibilities of the industry at present is furnished by the fact that Armour & Company, of Chicago, have recently completed a \$1,000,000 factory devoted entirely to the manufacture of oleomargarine, and with an ultimate capacity of 100,000,000 pounds a year. This is almost 40 per cent of the present total consumption, and gives an idea of what the Armour interests think of the future of this business.

Furthermore, the quality of butter substitutes is steadily rising. The new vegetable products are said to be very good, indeed, and Federal authorities who have had occasion to inspect the plants declare that there has been a distinct improvement of quality, while the leading factories are having to operate day and night to take care of the demand. This is giving an opportunity to appeal to the dis-

criminating among consumers of oleo, since the high cost of butter and the propaganda for war saving has made customers out of people who a few years ago would have ridiculed the idea that they would ever be using oleomargarine on their tables.

ADVERTISING MAY CONTINUE THROUGH THE YEAR

Another feature of the business which is of special interest from the advertising standpoint is the possibility that all-year-round consumption of oleo may make it practical to advertise the product twelve months in the year. Heretofore butter prices have fallen during the spring and summer months, when pasturage is plentiful and cream can be produced cheaply, and this has made it difficult for the substitute to compete successfully except during the fall and winter. War conditions, however, will probably maintain a shortage of butter during the summer as well as at other seasons, so that the price differential between butter and oleomargarine will be sufficient to warrant the manufacturer in continuing to advertise his product at all seasons.

In the event that this happens, it is believed that the educational influence of the heavy oleomargarine advertising now running will result in the temporarily broadened market being held permanently by the substitute. This is largely a question of quality, of course, since it is fair to assume that if consumers are pleased by the substitute they will not be inclined to resort to butter again, especially if there remains a definite inducement in the form of a lower price.

As the proposed propaganda of the United States Food Administration with reference to using butter substitutes will probably coincide with some of the big advertising campaigns of oleomargarine manufacturers, it is of interest to note what is in prospect in that direction. The Washington correspondent of **PRINTERS' INK** reports that a big drive to

conserve the fats, especially by promoting the use of butter substitutes, is to occupy a prominent place in the programme of the Food Administration for the early part of this year.

The Food Administration has habitually, and as a part of its regular propaganda, urged the use of butter substitutes to the greatest possible extent, both for table use and in cooking, but the present project is an added effort in this direction. Having solved the sugar situation for the time being, and given all possible impetus to the "save the wheat" movement, the Food Administration will now turn its forces in an intensive way on the proposition of saving fats. The obvious and most conspicuous feature of the undertaking is the encouragement of the use of butter substitutes.

The Food Administration, as far as it has been possible to learn, does not intend to confuse the issue by attempting to assist in the butter-saving movement through asking for legislation to change present oleo manufacturing restrictions. This would invite opposition and might affect the result of the campaign, for which the Hoover organization naturally desires to have the most whole-hearted and undivided support. However, margarine interests believe that popularizing their product in this and other ways will ultimately develop a public opinion so strong as to insure an improvement in regard to the present restrictive legislation.

A good deal of the publicity which manufacturers of butter substitutes are putting out has to do with the correction of the tax situation. For example, the Capital City Dairy Company, of Columbus, O., is circulating an effectively designed booklet, "Your Honor—We Appeal for a New Verdict," in connection with its campaign for Purity and Purity Nut margarines. Two paragraphs from the booklet are typical.

"The dairy interests who have fought margarine because it was unscrupulously offered as butter are 100 per cent right. They had

every right to protect themselves. They prevented the people from being cheated.

"Those dairy interests who to-day fight margarine when it is offered and sold as margarine are 100 per cent wrong. They are committing a wrong when they attempt to blind the people to the truth."

Henry H. Kamsler, sales manager of Armour & Co., says in "The Armour Magazine" that just as present war conditions have increased the market for oleo-margarine, so war conditions in France in another generation brought the product into existence.

"Oleomargarine was invented in Paris," he says, "forty-seven years ago. It was the exigencies of war-times that called the product into existence. The fame of the French chemist, Meges Mouries, remains secure in the annals of food history, not only for having met an emergency, but for establishing a permanent blessing for mankind.

"By a strange and most notable coincidence, oleomargarine has obtained its second lease of life, so to speak, and come into an abounding popularity under circumstances parallel to those which prompted its invention. Again nations are under the stress of war. And once more—on a far more prodigious scale than ever before in the history of the world—the consideration of food supply has become a vitally serious problem.

"The product has its own claims. To-day it stands endorsed not only by the Federal Government, the Food Administration, chemists and food specialists, but by a vast and increasing number of food consumers throughout our country, who have learned to be guided by reason and patriotism rather than by prejudice."

The 10,000-line Armour newspaper campaign on oleomargarine started February 1. A 1,000-line advertisement opened the campaign, followed by 500-line copy three times a week. The advertising will run through the spring, covering practically the whole ter-

Important Notice

to

Advertisers and Agencies Located in the East

Mr. E. A. Arkenberg, who has been absent from New York since August first assisting in the establishing of our Chicago Office, is now back in New York City in full charge of our Eastern Branch.

This will insure the very highest grade of service in the handling of your Newspaper Classified Advertising.

ARKENBERG
Special  *Agency*
PUBLISHERS' REPRESENTATIVES

NEW YORK
702 World Bldg.
Tel. Beekman 2252

CHICAGO
1120 Lytton Bldg.
Tel. Harrison 5506

Newspaper Classified Headquarters

The Campbell-
Ewald Company
announces that
it is now placing
the advertising
of the

Oliver Chilled Plow Works
South Bend, Indiana



Campbell-Ewald Company

Henry T. Ewald - President
E. St. Elmo Lewis - V-Pres.
Clifford A. Sloan - V-Pres.
Guy C. Brown, Sec. & Treas.

Detroit Headquarters: 117 Fort Street, West
New York Headquarters: 347 Fifth Avenue

ritory east of the Mississippi River.

The notable feature of the campaign is that animal and vegetable fat margarines are hooked up in the same announcement. Here again the Armour policy of advertising the line rather than individual specialties seems to be demonstrated, for the company puts forward both products with an invitation to pay your money and take your choice. In this campaign the animal fat product featured is Veribest oleomargarine, which is uncolored. Glendale, its butter-colored product, made by churning the animal fats with creamery butter, is to have a campaign of its own in newspapers in the Southwest during the same period. In this section the demand for the vegetable product has not yet made itself felt.

The team-work which is being developed in the promotion of the animal and vegetable margarine products is carried out even to the point of quoting recipes in which both may be used.

Attention is called in the Armour advertising of Nut-ola to the fact that margarines made with vegetable oils have long been used in Europe, and hence that the product is not an untried novelty. In this connection the newspaper reader is told:

In Europe, where oleomargarine was first made, and where fifteen to twenty times more is used than in this country, practically the entire output is made from vegetable oils and contains no animal products whatever. We, in this country, have overlooked a great food supply in cocoanut and peanut oils.

But Armour and Company are making Nut-ola. This pure nut product is composed only of coconut oil, peanut oil, selected pasteurized milk and salt.

In order to give America the same high quality of nut oleomargarine as is used in Europe, we have imported from Holland electrically operated churns, and also engaged from that country the services of an expert in making this product. Under his supervision these highly refined vegetable oils are made into a table product which is absolutely guaranteed in quality and purity by the name of Armour.

A feature of the Glendale advertising is that names of merchants selling the product are to

be incorporated into the newspaper copy.

W. M. Steele, of the John F. Jelke Company, of Chicago, which is one of the veteran margarine manufacturing houses, calls attention to the expansion in the making and distribution of the product as indicated in the report of the Collector of Internal Revenue for the last fiscal year.

During that period the number of manufacturers increased from 43 to 50; wholesalers from 1,016 to 1,108, and dealers from 67,134 to 95,036.

ACKNOWLEDGES EDITORIAL HELP

Mr. Steele believes that the work of newspapers and magazines which have commented on the value of oleomargarine as a food product has been of great assistance in increasing its sales.

"In addition to advertising of various manufacturers," he says, "frequent articles have appeared in magazines and newspapers commending margarine. In our own experience we have used every form of advertising—posters, street cars, newspapers and magazines, as local conditions might determine. We believe that people who are now using high-grade margarine will continue to use it, and the growth of the industry will continue with the growth and development of the country."

In addition to the several campaigns on nut margarines now running, the Capital City Dairy Company, of Columbus, O., has announced that it will advertise its Purity Nut product. The campaign is in the hands of N. W. Ayer & Son, of Philadelphia.

Attention has been called by some of those who have studied the oleomargarine situation in its changed aspects to the importance given to peanut oil in the formulas of the vegetable products. With the established popularity of peanut butter, the demand for peanuts is surely increasing. At present 3,000,000 acres of peanuts are under cultivation, and it is expected that a still further increase in acreage will be provided for.

The Benefits That Would Follow Advertising of Life Insurance

The Whole Industry Could Be Put on a Higher Level and Public Better Served

By Hyman L. Roth

[EDITORIAL NOTE:—Mr. Roth, until recently a worker in the Statistical Bureau of one of the largest life insurance companies, has been in an excellent position to observe the effects of the present system of selling life insurance. He is the author of a recent study entitled "The Application of Statistics to Advertising and Marketing," published by the American Statistical Association.]

HOW is it that life insurance executives, as a class, have not availed themselves of the advantages of modern advertising methods when other industries have profited so greatly from this business force? What are their reasons or objections to engaging in advertising campaigns?

First, insurance executives maintain, and perhaps rightly, that an insurance policy can be sold primarily as a result of persistent canvassing on the part of the agent. Secondly—and this is a fact not generally known—there are legal limitations on the amount of new business that a life insurance company can transact in any year. Some companies do their maximum business before the end of the year. "Why," say the executives, "shall we advertise for more business when we are doing as much business as the law permits?" Other general objections leading to a negative answer are also advanced.

It will be noted that these objections relate chiefly to obtaining new business. But is that the only problem confronting life insurance companies? Are there not other vital insurance problems in the solution of which advertising can be of material aid? Is it not possible to establish a point of contact between advertising and the problems of insurance companies from their standpoint? Let us see.

Probably the most vital selling problem of life insurance companies to-day is the building up and

maintaining of an efficient and permanent staff of agents. Viewed from the standpoint of an insurance company, the greatest benefit to be derived from national advertising is an increase in its sales force and an improvement in the standard and calibre of its representatives. Or, to put it conversely, a reduction in the enormous waste involved in the hiring and firing of unfit or misfit agents. The magnitude of this waste will be evident from a statement of the following facts. At the 1917 World's Salesmanship Congress, an insurance executive pointed out that 4,277 agents were appointed by his company during the year 1916 and that 4,266 were discontinued, making a net increase of only 11. Another well-known insurance executive, a former president of the National Association of Life Underwriters, made an analysis in 1916 showing that about 50 per cent of those engaging in life insurance salesmanship are dismissed or resign before the end of one year.

Specifically, how will advertising help in building up a permanent and more efficient sales force?

1. By helping to retain those already in the business.

2. By attracting high grade salesmen from other fields to the selling of life insurance.

WOULD IMPROVE STANDARD OF SALESMEN

Anything that would make it easier for the agent to approach people for life insurance, anything that would change the public's attitude toward the life insurance solicitor, would tend to retain a number of men in this field. Advertising of the proper kind would bring about this result. The cumulative effect of persistent advertising would lead to a more

THE NEBRASKA FARMER

Absorbs Twentieth Century Farmer

June 1, 1918

The Nebraska Farmer, Lincoln, Nebraska, has purchased Twentieth Century Farmer.

Until March 31, the Bee Publishing Company will continue as owners and publishers of Twentieth Century Farmer.

During April and May, the Nebraska Farmer Company will publish Twentieth Century Farmer in Omaha as a separate publication, and the Associated Farm Papers will represent both publications.

On June 1, The Nebraska Farmer will absorb Twentieth Century Farmer. Lincoln will be publishing headquarters. 100,000 will be The Nebraska Farmer's guaranteed circulation after June 1, and the advertising rate will be 60 cents a line.

All contracts for advertising in The Nebraska Farmer should be figured at 35 cents a line for advertising that is to appear before the last day of May, and at 60 cents a line for advertising that is to appear in June or later.

There will be no change in The Nebraska Farmer's editorial and business management or policies.

S. R. McKELVIE, Publisher

THE NEBRASKA FARMER

Nebraska's Real Farm Paper

LINCOLN

Chicago Office:
Steger Bldg.,
Tom D. Costello, Mgr.

St. Louis Office:
Fullerton Bldg.,
C. A. Cour, Mgr.



New York Office:
Fifth Avenue Bldg.,
S. E. Leith, Mgr.

Minneapolis Office:
Palace Bldg.,
R. R. Ring, Mgr.

We are rendering service for several successful accounts in the motor field, but we have facilities to care for one more passenger car and some non-competing accessories.

Our clients find the service thorough, informed and resultful. Their names and other information on request.

The
RALPH H. JONES & Co.
UNION TRUST BLDG.
CINCINNATI, O.

favorable attitude on the part of the public toward the insurance solicitor and would make him and his proposition more welcome. Of course, the very successful insurance man can get along without this help. On the other hand, there are a large number of men who are on the border line and who would be retained in the field if they received the encouragement and aid that advertising would afford.

Nor is this a matter of mere theory or argument. Not only does advertising create a favorable consumer attitude, it also brings inquiries which the agents can be given to follow up and close. I have before me an advertisement run by an insurance company in connection with two other advertisements in three consecutive Sunday editions of a metropolitan newspaper. These brought 1106 inquiries as a result of which many applications for insurance were written. Another advertising campaign conducted by a general agency in Los Angeles brought 1871 inquiries and resulted in \$527,300 of new business. PRINTERS' INK pointed out some time ago that a campaign in Cincinnati conducted by the Cincinnati Association of Life Underwriters lessened hostility to insurance salesmen and was bringing in more applications. These instances are cited to show that advertising can bring direct, traceable returns in the form of leads and new business that would encourage and help to retain a number of the men of the sales force. But even if no direct results could be traced, there is nevertheless no doubt that the advertising would prepare the way for the salesmen and thus make it easier for them to solicit business and would most probably reduce the number of calls and interviews now necessary to close a case.

Equally important as regards the value of advertising in its effect on the sales organization is the fact that the advertising could be planned to attract successful salesmen of other lines into the



Dragging Roads—a spring job for the tractor that benefits everyone.

The Farmer's 160% Income

"The wealth of the farmer, whose income, taking things by and large, is about 60 per cent greater than it was a few years ago."—Printers' Ink, Dec. 20, 1917.

All farmers are prosperous—power farmers doubly so. The tractor solves their problem of *man power*, as well as that of power for maximum crops.

Farmers no longer buy tractors to cut *costs*—they recognize motor-driven machinery as the short road to multiplied *net profits*.

Their 160% income affords capital for plant improvement. The power plant comes first.

Power Farming is the handbook of the tractor prospect and the tractor owner. Its more than 40,000 subscribers own as much equipment as nearly three times as many average farmers.

Twenty-nine per cent of them read no other farm paper!

No other magazine can introduce you to such a market at such small cost.

POWER FARMING

St. Joseph, Michigan

Member A. B. C.

NEW YORK—

Barnhill & Henning

23 E. 26th St. Telephone: Mad. Sq. 5064

CHICAGO—

Frank W. Maas

Marquette Bldg. Telephone: Randolph 5527

No. 3 of a Series

WHAT BANKERS SAY ABOUT

Successful Banking

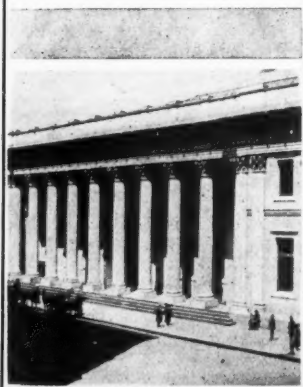
Benton Harbor, Mich.

Dear Mr. Editor:

Successful Banking has come to us regularly, and has been read with interest; both the valuable articles that you have furnished as well as the advertisements. In the present number there are two articles that are especially interesting to me, "Government Bonds for the Every Day Investor" and "Why Should Your Bank Advertise?" As virtue is its own reward, so I hope you may find your pleasure in the good work that you do.

Sincerely Yours,

G. W. CRUTCHER, *Cashier*,
Henderson County Savings Bank, Henderson, Kentucky.



fold of life insurance selling. The rewards for the successful insurance solicitor are greater than for salesmen engaged in many other lines. If life insurance selling were "professionalized" and placed on a greater plane of dignity—which could be done by the proper kind of advertising—many salesmen would be attracted to this field. Thus, if a company featured in its newspaper and magazine advertisements not only matter pertaining to life insurance, but also referred to the professional character of its representatives, successful salesmen from other fields could be made to welcome the opportunity to engage in insurance salesmanship with its virtually unlimited rewards and opportunities. The advertisements referred to in the foregoing as bringing in 1106 consumer inquiries, resulted also in 241 inquiries for agencies.

If these two accomplishments—the retention of agents already in the field and attracting high calibre salesmen from other fields—were the only results of insurance advertising, if the tremendous loss and waste resulting from the instability of the sales organization could be reduced or minimized, the advertising would already more than pay for itself.

The lapse problem, that is, the cancellation of policies already on the books, is another problem in which life insurance executives are vitally interested, for the conservation of existing business is as vital as the writing of new business—perhaps more so. A properly directed advertising campaign could also be a significant factor in the reduction and prevention of lapses. While the benefits of life insurance were being presented in the advertisements to attract new policyholders and for other purposes, those already insured would also be reached and would be "kept sold" on the insurance idea.

It should be borne in mind that many policyholders took out their insurance because it was virtually forced on them by a persistent solicitor. Many applied

Service First



WE are told that our definition of the word Service is unique both in scope and application.

Medbury-Ward Service among other valuable co-operative features includes the expert attention of a traveling color process pressman who will aid our customers, advising or personally demonstrating the most effective practice in handling color plates to the best advantage.

This is only one item in our Service schedule—there are many others of equal importance to you as a customer.

The Medbury-Ward Co.
Artists & Photo-Engravers
Specialist in
Process Color-Plates
Toledo — Ohio

Its only reflection
the reflection of quality

ART MAT

The incomparable dull finish coated

Free from the glare of reflected light Art Mat adds a touch of distinction to any piece of advertising literature. Its rich mellow surface, the dignity with which it renders type, the fidelity of its halftone reproductions really invite the eye and suggest quality from every page.

Costs more

Worth much more

Let us send you our monthly sample service of unusual ideas in printing. No charge to you and a pleasure for us

LOUIS DEJONGE & CO.

NEW YORK CITY



primarily to help out a friend who needed the business. Others were really enthusiastic about the idea but their enthusiasm passed away with time. A year has elapsed. A premium notice is received, and it is not always too welcome. *What has been done during the year to keep the man sold on the insurance?* Very little, if anything. Some will say that the agent should follow up his business and make it stay on the books. He should. But *does* he? Besides, how many agents are no longer in the field a year after having written some of their business!

Another thought in connection with the lapse problem is that of keeping the women, the beneficiaries, sold on the life insurance idea. It is indeed strange that those who are the recipients of the benefits of life insurance should frequently be the main obstacle to the writing of the business through their objections to their husbands taking out the insurance. And it is even more difficult to understand the position of some women in suggesting the lapsing of a policy to obtain the cash value with which to buy some new equipment for the home or some luxury to display among neighbors. Advertising would reach these women and help to prevent lapses due to this cause.

The medical directors and statisticians of life insurance companies are in the van of the movement for the *prevention* of disease and the reduction in *human* mortality. Why should not the business executives strive equally hard for the *prevention* of lapses and a reduction in *policy* mortality? And just as it is almost always too late to prevent a death when a person is already fatally diseased, so it is usually too late to prevent a lapse after the policyholder has already decided to give up the insurance. The benefits of life insurance should be hammered home so persistently through general advertising that nothing short of utter financial inability to pay premiums would cause a person to think of lapsing his policy.

When one bears in mind the enormous loss that a lapse constitutes, especially the harm resulting from the influence that the lapsing policyholder can exert among his friends—the importance of enlisting the aid of advertising to help in the solution of the lapse problem will be realized.

THE POLICY LOAN PROBLEM

As is a well-known fact, modern life insurance policies contain a clause that entitles the holder to a loan of a continually increasing amount after three annual premiums have been paid. Very frequently, a loan paves the way for a lapse. A policyholder makes a loan on his policy—thus mortgaging his widow's and orphans' protection—and although with all good intentions of repaying the loan, he fails to do so and permits his insurance to lapse. The seriousness of the loan problem can be realized from the fact that the ratio of policy loans to insurance reserves was about 3 per cent in 1890; more than 6 per cent in 1900; more than 15 per cent in 1910; and about 18 per cent in 1915. Many of these loans will lead to lapses. What has therefore been said of the possibilities of advertising in relation to lapses applies also, in large measure, to the problem of policy loans.

It has been found that those already insured are among the best prospects. They are already "sold" and can be readily convinced to take out additional insurance when their responsibilities and means warrant it. I have come across the statement that one company wrote more than 25 per cent of its total new business in a year on the lives of existing policyholders; and in the case of another company the amount was more than 40 per cent. To arouse and *maintain* enthusiasm among policyholders for life insurance in general and for a certain company in particular is, therefore, an important consideration. While there may be various methods of accomplishing the result—for example, having the agent call on policyholders at regular intervals

—here again, national advertising is probably the most effective method for the purpose. National advertising would "visit" the policyholders and beneficiaries many times a year, which the agent would not and really could not do. Moreover, a policyholder would consciously or unconsciously feel a certain pride in seeing the advertisement of *his* company—and in most cases it really is *his* company, for many life insurance companies are mutual concerns with no capital stock nor stockholders. The proper kind of an appeal would maintain the policyholder's enthusiasm. He would be more likely to take his increased insurance in that company and to boost it to his friends.

Of course, the advertising would not cause every policyholder to send for the agent and apply for additional insurance. The agent's initiative and solicitation would certainly be necessary. But the advertising would accomplish a good deal of the preliminary work, so that when the agent did call to solicit new or additional insurance, he would certainly find it an easier task than if no advertising had been done.

It might be said that the policyholders can be reached for this purpose through circular letters or house organs. These are also forms of advertising and should be used—in fact, *would* be used in a well-planned campaign. But direct mail advertising would not create the prestige nor would it have the effect on the sales organization nor accomplish the other results taken up in this article that general advertising would. A general advertising campaign would accomplish a *combination* of results that could not be obtained so efficiently and so economically by any other methods of sales or business promotion.

It has been already indicated that the statement is occasionally made that some life insurance companies do not need to advertise because they already do as much new business as the law permits. We saw, however, that there were

other vitally valuable results to be obtained from life insurance advertising to warrant its extensive practice. But let us consider this maximum business argument and see whether it really constitutes an objection.

While it does occasionally happen that a company will write its maximum business before the end of the year, that does not mean that the agents stop canvassing and go on vacation for the remaining period. As a matter of fact, everything goes on as usual except that the policies are not issued by the Home Office until the first of the subsequent January. Indeed, the statement that a company is in such popular regard as to obtain more business than even the maximum legal apportionment is an excellent talking point to be used in a company's advertising. Moreover, since the company is permitted to write an increasing amount of new business each year, it will become increasingly difficult for it to procure its maximum allotment in the future. Besides, life insurance companies are no different from numerous other concerns that are oversold for long periods of time. PRINTERS' INK has in the past year cited a number of instances of concerns whose products were oversold for months ahead, but who would not think of stopping their advertising on this account. For they realize that their *present* advertising is for *future* results and is thus a sort of *business insurance*.

OBTAINING PUBLIC GOOD WILL

The position of a life insurance company in claiming that it needs no advertising *now* because it is doing a large or its maximum business *now* is analogous to the man who puts off the agent with the statement that he needs no insurance *now* because he is in good health *now*. The fact is that if he will wake up to the need of life insurance when he is in poor health, it will then be *too late* to procure a policy. Obtaining life insurance protection when one is in sound health will bring its

You Manufacturers

*with a message
to Farmers*



There's a field you should not ignore. It's a selected list of prosperous

farmers in a prosperous territory—Ohio, Pennsylvania and West Virginia.

A certified referendum proves its quality—key men in their territory, with double the usual investments in farm property.

The way they pay for and “boost” our paper proves their loyalty to it.

That loyalty is inspired by a real service rendered by a remarkable galaxy of leading farm writers, who contribute to it exclusively.

This feature gives every copy a personal appeal to each of its readers.

Advertising in its columns tells the story to a “hand picked” list of progressive buyers.

We have such proof of these statements as entitles us to the closest attention of every man who makes up a list. These proofs are yours for the asking.

Tell us to send you the certified results of our latest referendum, showing what our people want to buy. It may open a wonderful market to you.

THE NATIONAL STOCKMAN AND FARMER

THE WORLD'S GREATEST FARM PAPER

Pittsburgh, Pa.

Mr. Advertiser

When you plan a campaign of advertising, an important feature in the consummation of that business-producing scheme is to have at hand, ready for immediate use, a supply of

Follow-Up Printing

in the shape of a booklet, which should be written, edited and printed in such a manner and style as to impress the recipient so favorably that it will clinch an order.

If you are not getting that kind of material in your *Follow-Up* literature—booklets, catalogues, etc.—you are not realizing the gross percentage due on your expenditure.

It requires practical knowledge, thought, care and artistic skill to create and produce successful trade winners. We possess these qualifications and if you write, phone or call, will demonstrate what we can do.

Charles Francis Press

PRINTING CRAFTS BUILDING, NEW YORK CITY

Eighth Avenue—33rd to 34th Streets

Telephone 3210 Greeley

benefits in later years when it is actually needed. Similarly, advertising *now* will bring cumulative results *years from now*.

A consideration in the minds of insurance executives at present is the proposal of the Government to insure the lives of soldiers and sailors who go to war. Nobody knows what this will lead to after peace is declared. The cultivation of the good will of the public through general advertising will be a great asset in a critical time. Other classes of public service corporations have seen the light in this regard, as is evidenced by the advertising pages of our magazines and newspapers.

The possibilities of advertising applied to life insurance are so tremendous that kindred concerns have recognized the results to be obtained and have consequently employed the power of this modern business force. Thus, more than 125 savings banks have advertised the advantages of life insurance, suggesting that people open savings accounts with which to pay the premiums. Similarly, the Morris Plan Company has a booklet showing how, through the Morris Plan, people can conveniently procure life insurance protection. Business banks are advertising the importance of life insurance for executives as a significant credit factor.

It must be clear from the various points enumerated that national advertising holds forth for life insurance companies a combination of results impossible to attain through any other method. That life insurance advertising on a large scale is coming, and coming in a big way, is inevitable. Sooner or later, some companies will launch advertising campaigns, and when the strides along the various lines indicated made by these concerns are noted by other companies, they, too, will probably fall into line. But the pioneers will reap the lion's share.

R. C. Smith & Son, advertising agents of Toronto, have opened an office in Montreal in charge of Duncan S. Blaikie.

No Advertising Until September, 1918

Then we guarantee 100,000 net paid circulation for the first and only weekly magazine for women, of general circulation in America. We have received already in subscriptions, contracts for

Woman's Weekly

considerably over \$125,000.00 since the first copy came off the press September 1st, 1917.

And we are now receiving better than 2500 new subscriptions weekly.

Advertisers are requested to watch our growth.

Woman's Weekly

10c. per copy
\$3.00 per year

Published by
The Magazine Circulation Co.

333 S. Dearborn Street
Chicago, Ill.

Est. 1900

Inc. 1908

Strong Display Often Unwise in Catalogues

Experienced Mail-Order Man Talks of Pit-Falls to Avoid in Building Catalogues

THE other day at the Club two advertising men were talking about starting a mail-order business. One of the two was evidently planning to issue a catalogue—his first, apparently—and he had doped the whole thing out and was enthusiastically explaining his plans and his ideas to his friend.

"The idea is to shop around and get the very best article in every line that you can get at a popular price and then *play that up big*. By concentrating on one number in a line and shopping around until you find the one best value in that line you have the small local dealer beaten to a frazzle and you can get a special price because you can buy that one number in large quantities, instead of scattering your orders out over two or three or four numbers in the same line."

The second man nodded his approval. "Sounds like good logic," he said.

"Yes," went on the first man, "that's the way to build a catalogue—not crowd it full like most of these mail-order catalogues, but show fewer things and show them large—*feature* them. Take carving sets, for instance; pick out the best set you can get to sell at five dollars and show that set big—maybe half a page—instead of showing three or four sets."

A third man sat across the table reading. He was an experienced mail-order man and he knew the speaker slightly. He looked up from his magazine and spoke. "Mr. Blank," he said, "I don't want to butt in on this little mail-order party of yours, but I want to set you right and save you some money. That idea you have just advanced—and pardon me for listening to you—is a perfectly *logical* one—and sooner or later every new mail-order adventurer gets it and thinks he

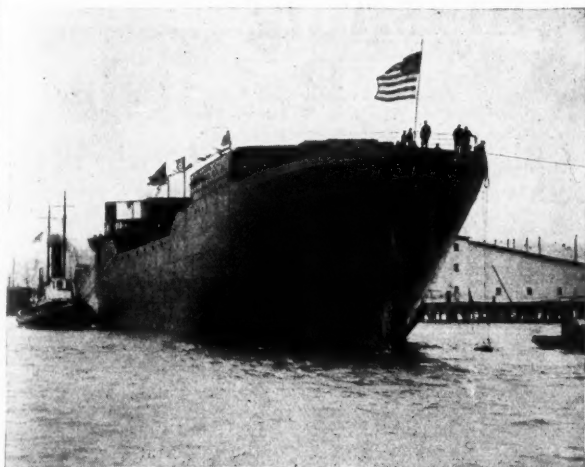
has discovered The Secret. But he gets disillusioned pretty quick. He is overlooking human nature and competition. The idea is logical enough, but human nature doesn't follow rules of logic always. Roughly speaking, I should say that the way to sell your special five-dollar carving set would be to show it beside a six-dollar carving set, making the illustrations and description of the five-dollar set more imposing than the showing of the six-dollar set. It is frequently possible to force large sales in this way and yet use a comparatively small space.

"And I want to warn you against that idea that mail-order catalogues would sell more if their pages were not so crowded. I might almost say they sometimes seem to sell *because they are crowded!*"

WHY TOO PROMINENT DISPLAY IS SOMETIMES A DISADVANTAGE

The two men, neither of whom had ever had mail-order experience, hitched their chairs around and demanded to know more. The mail-order man smiled as he went on to tell them of his own early experience in the catalogue business. He had, it seems, entertained these same ideas when he went to work for a catalogue house specializing in gift merchandise. He had insisted that the house's catalogue was too crowded. No one could find anything; or after finding an article, get a very good idea of what it really looked like, because the pictures were all so small. The way to build a catalogue was to pick out the one best number in a line, etc.

Each year at the wedding season this house issued a special wedding supplement, and the time for planning that supplement was approaching. Why not try out that



Please Give Us Time

**THE ANNUAL SHIPBUILDING NUMBER
of
MARINE ENGINEERING**

will go to press March 11th. Positively no copy can be accepted for this issue after that date.

If you sell anything for ships we urge that you send your copy to us immediately or make use of our SERVICE DEPARTMENT. Get your share of the several Billions of dollars to be expended during 1918.

MARINE ENGINEERING

will show you the way.

ALDRICH PUBLISHING COMPANY

Printing Crafts Building, 461 Eighth Ave., N. Y. City

Member 448, Audit Bureau of Circulations

Smashing Records—

the Big Farm Journal of the Pacific Northwest goes "over the top" stronger than ever.

ADVERTISING GAINS

Jan. 1st issue, 1918, over 1917

GAIN 26%

Jan. 15th issue, 1918, over 1917

GAIN 10%

Feb. 1st issue, 1918, over 1917

GAIN 55%

Feb. 15th issue, 1918, over 1917

GAIN 40%

**Average Gain first four
issues of 1918—**

32%

The Checking Records of Advertisers tell the Reason
Why—Write for Booklet

Over
70,000
Circulation
Guaranteed

WESTERN FARMER
Portland, Ore. Spokane, Wash.

Member
Audit Bureau
of
Circulations

Chicago Office: 1119 Advertising Building. J. C. Billingslea

New York Office
No. 1 Madison Ave.
A. H. Billingslea



St. Louis Office
Post Dispatch Bldg.
A. D. McKinney

"new" idea in making up this supplement—show fewer things and show them *big*, so they would look imposing and would seem like a lot for the money? The owner of the business finally consented and the catalogue was laid out and produced "as a catalogue should be produced." The number of each article was keyed so that sales could be definitely traced. It was a handsome supplement and the illustrations were most imposing and satisfactory—almost if not quite as satisfactory as seeing the articles themselves.

The entire edition was mailed and then came the wait for orders. "And we are still waiting for most of them!" chuckled the mail-order man. "That wedding supplement *fell flat*. Of course, some orders were received, but nothing like the number produced by the previous wedding supplements with the crowded pages. Indeed, had it not been for the wedding orders received from the house's crowded annual catalogue the spring business would have been a frost."

"How do you account for that?" asked the first mail-order enthusiast, astonished at what he had been told.

"Two fundamentals of human nature," replied the experienced mail-order man. Then he went on to explain that in the first place those large illustrations made the articles too prominent. Suppose Mrs. Jones was planning to send a wedding gift to Nellie Brown, who was to be married in June. And suppose at the psychological moment this wedding supplement should come along. Mrs. Jones looks through it and sees a casserole in a nickel frame of handsome pierced design. Price \$4.50, a remarkable value, the finest casserole in the market for the price. That would be a fine gift for Nellie. And as she reaches for the order blank she happens to wonder if Nellie receives this house's catalogues, for if she does she is sure to see that casserole, know just how much it cost, and that it is a spe-

cial value, a large splurge for the money.

After all, Mrs. Jones decides, perhaps she'd better select some article not quite so conspicuous. So she looks up the annual catalogue and perhaps the catalogue of one or two competitor houses, and the sale is lost to that supplement, and perhaps to the house. The supplement has back-fired; it has run up against human nature. Perhaps the gift finally selected could be readily located in the annual catalogue, even though the illustration be small and lost in a page of similar articles, if Nellie Brown took the trouble to look it up—and Nellie Brown very, very frequently *does*. But Mrs. Jones feels very much more secure if the gift is selected from a crowded page. Her reasoning may be faulty, but it is hers—and *she does the buying*.

BUYERS MUST SHOP, EVEN IN A CATALOGUE

Of course, this particular trait in human nature is operative only in the case of selecting a gift. The other trait is more general and more important: it is the *shopping idea*. People—women particularly—*will shop*. They must have a chance to make comparisons of price, style, shape, color, etc. A special five-dollar carving set may be worth a dollar or two more than any other five-dollar set, but if the catalogue offers no chance for comparison the order may be lost, for the prospective purchaser is very likely to *insist* (unconsciously, perhaps) on some comparison to satisfy his or her own mind, and this often results in sending him or her to a *competing catalogue* for comparisons. The competing catalogue may have a five-dollar set and a six-dollar set, and its six-dollar set may have the effect of making its five-dollar set look like a bargain, with the result that it may draw the order even though it may be distinctly inferior to the special five-dollar set in the other catalogue.

"And so," said the speaker, "I

learned that it was safer for us to arrange our own competition. We have articles in our catalogue that we don't expect to sell to any extent—perhaps not at all—but they raise purchasing standards to where we want them, sell the particular numbers that we want to sell, and keep the buyer's interest centered in our own catalogue. We have found that as a general thing it is more profitable to use a given unit of space to illustrate two—or perhaps three or four—articles in a line, than to show one article big. Of course, there are exceptions to this rule. For instance, there are specialties that admit of little if any comparison, which can often be sold in large quantities by featuring them. And sometimes certain well known nationally advertised articles or lines which have a definite value in the public mind can be successfully featured in large size, though it is always a question whether in such a case it is *necessary*. The display of the name or trade-mark in such instances is often just as effective as a large illustration.

"You can figure on most of the same fundamentals in mail-order shopping that you meet in personal shopping. The fact that there are nearly always three department stores in a city if there are any, is no accident. Neither is the fact that there are often three patterns, colors, prices, styles of an article in a mail-order catalogue. They are both based on the same fundamentals of human nature."

"Gee!" said the first mail-order enthusiast, "I want to talk with you some more before I start to get out my catalogue!"

Enlists for War Service

D. J. Beatty, who has been advertising manager of the Northern Electric Company of Montreal, has enlisted for overseas service.

Toronto Monthly Becomes Bi-Monthly

Farmers' Magazine, Toronto, is now being issued bi-monthly instead of monthly as formerly.

Babbitt Soap Business Sold to Mendelson

The entire stock of \$3,000,000, of B. T. Babbitt, Inc., New York, manufacturers of Babbitt's Soap, Babbitt's Lye, and other cleansers, has been sold to the Mendelson Corporation, also of New York, manufacturers of Acme Chlorinated Lime, and other household chemicals. S. W. Eckman, for three years sales manager of Babbitt's, but for the last two years sales manager of the Mendelson Corporation, has succeeded Mrs. L. Babbitt Hyde, former owner of the Babbitt Company, as president, and has assumed the general management.

The new owners do not contemplate any radical changes in the administration of the two companies, which, for the present, will continue as separate organizations, except that Archibald E. Reed, vice-president; Arthur Hacker, treasurer, and C. E. McGown, sales manager of B. T. Babbitt, Inc., have resigned and their places are to be filled by new appointees named by Mr. Eckman.

The Babbitt soap business was started in 1836. Babbitt's Best Soap was the first laundry soap to be extensively advertised. B. T. Babbitt, the founder of the business, saw the advantages of publicity even in the early days. He began by advertising in the newspapers of the larger cities that he would send, prepaid, a handsome panel picture for twenty-five trade-marks cut from the soap wrappers. Mr. Babbitt was among the first advertisers to use painted bulletins along railroad lines and to employ street cars for advertising purposes.

S. W. Eckman became connected with the Babbitt business in 1910, when he was engaged to investigate the South American and Caribbean trade opportunities because of his knowledge of those countries and their language. Later he performed a similar service in other countries and was then made export manager. After being admitted to the bar in 1912, he became sales manager of the company.

Heads New Department of Northwestern Chemical Co.

James H. Warburton has been appointed manager of the newly established service department of the Northwestern Chemical Company, Marietta, Ohio. He has been a representative of Klau-Van Pietersom-Dunlap, Inc., Milwaukee.

Advance Price to Two Cents

The Rochester, N. Y., *Post-Express*, *Union and Advertiser* and *Evening Times*, three afternoon newspapers, have raised their price to two cents. The Pawtucket, R. I., *Times* and the Westerly, R. I., *Sun* have also joined the two-cent column.



Ship of State?

THE NEW REPUBLIC is not what the London Nation and various American journals have so flatteringly called it of late, "an undoubted organ of the administration."

It is not the organ of anything or anybody except its own staff of editors. That staff happens to have seen many of the democratic purposes it has striven for reflected also in the beliefs of the administration.

As a result it has been peculiarly able to illumine and project the administration's war policy.

Circulation 36,000


The New
REPUBLIC
421 West 21st Street
New York City

J. E. Dumars, Advertising Manager
421 West 21st St., New York

Russell L. Ray, Western Manager
Peoples Gas Building, Chicago

A New Name and a New Size—

The Gas Review made its initial appearance in January as the

Tractor and Gas Engine Review

The new flat size of the Tractor and Gas Engine Review is $8\frac{1}{2}$ x 12 inches, with a type page $6\frac{7}{8}$ inches wide by $10\frac{5}{16}$ inches high. Three columns to the page—column width, $2\frac{1}{6}$ inches.

The new name—Tractor and Gas Engine Review—is more befitting a publication representing a vast army of engine owners and operators. The new size better meets the needs of advertisers who use its pages. With the change has come a broader editorial scope, more and better articles and illustrations, larger and more attractive covers.

The Field—An analysis of circulation of the Tractor and Gas Engine Review shows: Farmers, 78%; Dealers, Engineers, Mechanics, Repairmen, 12%; Elevator Men, 2%; Miscellaneous, 8%. Of the farmer readers 71% are farm owners and only 29% are renters. Average size of farm, 278 acres.

Advertisers and Advertising Agencies will find in the Tractor and Gas Engine Review, with its increased size and better facilities for service, a more productive medium in which to reach a field made up of thrifty and prosperous agriculturists.

Send for our new rate card and place it in your files. Ask for information about this great buying field. It will be cheerfully furnished.

The Clarke Publishing Co.

Madison, Wis.

Publishers of

**The American Thresherman Tractor and Gas Engine
and Farm Power Review**

Published Monthly on the First

Published Monthly on the Fifteenth

The Two Leading Farm Power Magazines

Getting Your Advertising Talked About

(Continued from page 6)

parody of the Hudson copy, in which the members of the board of engineers were described as gathering up their tools and coming together for a conference (all but one, who in the meantime had a real job as a plumber) and the car they produced was operated by sails, a breeze for which was provided by an electric fan, power for the fan being supplied by a dynamo geared to the wheels of the car. The parody appeared in *PRINTERS' INK*; it was really very funny; and no one could afford to smile at it more broadly than the officials of the Hudson Motor Car Company. For that campaign playing up the board of forty-eight engineers was even more successful than the campaign of the year before!

It was in 1916 that Hudson upset motor car traditions even more emphatically, and again succeeded in staging one big, dramatic idea, by bringing out the "Super-Six." And again the wisecracks jeered. "What does the term mean?" they inquired. "You can't analyze it—the public won't understand it." Nevertheless, the public seemed to catch the idea rather quickly.

"It again gave them something to talk about to their neighbors," Winningham explained to me. "They could laugh over the assumption, if they wanted to, and could show off their knowledge of literature by referring to Bernard Shaw's *Superman* as being the logical owner of the Super-Six; but the very fact that the name was able to arouse a storm of comment proved that it satisfied the fundamental conditions it was meant to meet—it had the dramatic quality of human interest; and it stood out in our advertising as the single dominating idea."

"Our 1918 campaign, which is just getting nicely under way at the present time, presents another brand-new idea for the public to

think about. At first glance it appears to be a rather negative one, for it centers around the fact that we give *no specifications* of the 1918 Super-Six. We take it for granted that the ability of our designers is now unquestioned. We put the weight of our name behind the assertion that our car is sound mechanically, and we do not go into a technical discussion of the mechanical details of the engine which lie back of its performance."

THIS YEAR'S BIG IDEA

How the question is handled, is interestingly shown in the current magazine copy now appearing, in two colors, in a number of publications. "Fifty thousand Hudson Super-Sixes—Each One a Guarantee of This New Series," runs the headline, and the copy says:

"No one really in touch with motor car values now asks concerning the detail specifications of the Hudson Super-Six.

"In the sale of more than 20,000 cars last year, few buyers wanted such particulars. Thousands did not even care to see under the hood. They offered as explanation of their seeming disinterestedness that they were not themselves competent judges of such matters and that they chose the Super-Six because of what they knew it had done in serving persons they knew. . . . It was that which had persuaded them to choose the Super-Six and so why should they show any more interest in such details than one would display in buying a watch? No one asks concerning the construction of the mainspring. What they want to know is whether the movement is a reliable timekeeper."

The same thought is forcibly put in the "Hudson Triangle," the weekly house organ for dealers. "Ty Cobb on the street does not indicate what Ty Cobb is in the heat of a ball game," Mr. Winningham wrote in a recent issue. "Caruso asleep does not reveal Caruso the singer. A Hudson Super-Six described in specifications cannot explain a Super-Six in the hands of 50,000 owners.

"Each new automobile model depends for much of its sales success upon the manner in which it is advertised and the way sales-

men present it to their customers.

"Whatever the sales idea, the advertising and salesman must both emphasize the same car details so that whatever interest is aroused by one will be taken advantage of by the other.

"Advertising is no more than printed salesmanship.

"If it does not contribute a thought that the salesman can amplify when he meets the prospects, it fails to help him. Mere publicity, or keeping of the name before the public as some describe it, is not resultful advertising.

"One of the reasons for the failure of many automobile campaigns is because salesmen tell an entirely different story from that given in the advertising. Another cause for failure is that in the desire for novelty and newness in the copy, no one sales idea is held on to long enough to give it emphasis. And still another reason is because the advertisement attempts to describe too many details of the car. Perhaps in this particular are most of the mistakes made.

"By far the most important thing in the planning of a sales and advertising campaign for a new car is the motif that shall be chosen as its central theme.

"It is like choosing the text for a sermon, the theme for a book, the motif for a play. No amount of cleverness of oratory on the part of the preacher will make up for want of idea in his sermon. No amount of brilliant writing will make up for the want of an idea in the book. And so it is with advertising and salesmanship. It is not large space or illustrations or clever copy that make good advertising. It is not smooth talk that makes sales. It is what is talked about that makes people buy one article as against some other article. And it is not alone what the salesman has to say which causes people to give him their order. It is what the public has to say, even more than what the salesman says, that influences sales. The advertising helps to influence what people

think and say about a car. The public delivers most of the sales talk. The salesman takes advantage of the impression the prospect already holds."

Mr. Winningham, it might be remarked casually in passing, learned to write clear and forceful English in the same school where a lot of other men have learned it—a newspaper office. He is largely responsible for the foundation of the Muncie (Ind.) *Star*, since it was his idea which resulted in the establishment of the paper—the first one-cent every day in the year newspaper in America. Incidentally the idea of staging the big dramatic idea as the keynote of an advertising campaign, was born early with him. The *Star* was so named deliberately and solely in order to make possible a preliminary teaser campaign which young Winningham had worked out (at the age of twenty) and in the course of which the staid citizens of Muncie were showered with red stars cut from cardboard, and saw outdoor posters plastered with the same emblem. Three years on the *Star* as city editor, advertising manager, circulation manager and business manager were followed by his joining the Chas. H. Fuller advertising agency, of Chicago. In the course of the next nine years with the Fuller company, he learned to write good advertising, mail-order, medical, newspaper and magazine, forward, backward, and with his eyes shut; and presently was proving it as chief of the copy department for Lord & Thomas, Chicago; whence Hudson claimed him.

WHAT DOES 1918 HOLD?

No one talks very long to any automobile man these days without discussing the outlook for the coming year. Here is what Winningham has to say about it:

"Our production for the year is set at a considerable reduction under what we produced in 1917. Freight embargoes, labor, fuel, holidays, etc., make a necessary shortage in our production schedules. A considerable proportion

THE REAL FACTS IN Greater Birmingham!

The bold temerity of daring statements, if unchallenged, may disguise facts and distort impressions on the minds of some so little interested that investigations are neglected. Investigation will reveal the fact that Age-Herald readers represent a most desirable class—people who can afford to and do spend their monies for the things that appeal to them—that class of people one would naturally cultivate in an effort to effect results.

IN NOVEMBER AND DECEMBER 1917

The Birmingham Age-Herald

CARRIED

164,570

Agate lines more than during the same period of 1916

IN DECEMBER

The Sunday Age-Herald

CARRIED

4491 more lines automobile advertising.
2278 more lines shoe advertising
2170 more lines women's wear advertising

Than its nearest competitor

IN DECEMBER

The Sunday Age-Herald

CARRIED

2832 more lines jewelry advertising
2015 more lines tobacco advertising
1499 more lines financial advertising
582 more lines miscellaneous advertising

Than its nearest competitor

THE AGE-HERALD IN NOVEMBER AND DECEMBER CARRIED

12,206 More Lines Classified Advertising than its nearest competitor

For the twelve months ending December 31, 1917, The Age-Herald showed a gain of 324,856 agate lines

In January 1918, The Age-Herald carried an increase of 66,234 lines over January 1917—this despite the Garfield Monday closing order that had a depressing effect on all Sunday Advertising.

“Straws” Show the Way of the Wind

In December 1917, the daily circulation of The Age-Herald showed a net paid gain of 6,651 over the same month in 1916.

In December 1917, the circulation of The Sunday Age-Herald showed a net paid gain of 6,799 over the same month in 1916.

On Sunday February 10th, The Age-Herald printed and distributed 35,297 copies

The Birmingham Age-Herald

THE S. C. BECKWITH SPECIAL AGENCY

Tribune Building
CHICAGO

Ford Building
DETROIT

Tribune Building
NEW YORK

●

THE
Atlanta Journal
ATLANTA, GA.

The Atlanta Retail Grocers' and Butchers' Association desire to express their sincere thanks to Major John S. Cohen, Editor of The Atlanta Journal, for his splendid editorial, and endorsement of the resolution and efforts of the Association for a standardized day for retail grocers.

The foregoing resolution was unanimously adopted.

J. P. EVE, Secretary

*Advertising in The
Journal Sells the Goods*

●

BUNTIN'S

MATS
and
STEREOS

are used by
**MANY OF THE
LEADING
ADVERTISERS**

J.T. BUNTIN, Inc.
209 WEST 38TH STREET. N. Y.

of our factory resources will be devoted to Government work.

"With output curtailed, our advertising appropriation will be the same as last year. In part, this is good-will insurance, looking a long way ahead. In even greater part, it is a common sense plan to help the present situation. Our dealers are going to be very short of salesmen this year, like all other dealers. They may even have to train many women to sell. Advertising helps to shorten the work of the salesman; breaks down consumer resistance; and is therefore more needed now, when every minute of a salesman's time is precious, than ever before.

"The big problem facing the automobile industry is how to tide the dealers successfully through the next year or so. There are 14,000 dealers in this country; they sell cars worth \$917,000,000 every year, and keep half a million people employed in the manufacturing and other branches of the industry. Even the tires sold are worth \$450,000,000 a year, and the auto trucks alone transport 6,000,000,000 tons a year of freight.

"It's going to be no trouble to sell cars this year; the only trouble will be to give each dealer a large enough quota so that he can carry his business through on the profits he will make. For instance, our New York office has to sell 125 cars a month to pay for its overhead and other expenses; profits begin on sales over that.

"A lot of dealers will find the way out by selling trucks; and some who are already selling them will go over their field more closely and by intensive methods create three prospects where only one grew before. We have only just ruffled the surface of the field in the use of commercial vehicles in America. Incidentally, the car that is 'fool-proof,' that can operate with minimum assistance from the service station, is going to be the strong seller this year. The skilled mechanics of the dealers' repair department have gone into military work in great numbers.

"COOK'S WEEKLY TRIO"

A Million Boys and Girls

Consumer Value? UNSURPASSED; the 14 to 15 year old growing boy and girl eat more food-stuffs, wear out more clothes than any other members of the family.

Buying Influence? YES, INDEED! and persistently exerted on "Friend Mother"—the Home Buyer. To have the boy and girl factor in terms of a *million* expressing and enforcing a positive preference for *your* product with *your* buyer is a buying influence you can profitably and immediately capitalize, singly or collectively through their favorite Weeklies.

The Boys' World—(400,000 boys).

The Girls' Companion—(400,000).

Young People's Weekly—(200,000 young folks).

DAVID C. COOK PUBLISHING CO., Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Barnhill & Dampers.....23 East 26th Street, New York

Archer A. King, Inc.....Peoples Gas Building, Chicago

Sam Dennis.....Globe-Democrat Building, St. Louis

ANNOUNCING
The Appointment
of
MR. HARRY P. INMAN
as
Foreign Advertising Manager
of the
CHICAGO HERALD

M. A. BERGFELD
General Advertising Manager

HOW IS NEW ENGLAND Getting On These Days?

Like the giantess that she is; the hum of her spindles, the clang of her hammers, the ringing of her anvils, the whirl of her machines and the glitter of gold on the counters of her banks, show how New England is getting on.

There never was as much money earned by the sons and daughters of New England as is being earned now. What have you to offer them that will add to their comfort? Tell of your goods through their

Home Daily Newspapers

and if your goods are worth while your reward will be great. See to it that these 15 newspapers are on your list.

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000.

PAWTUCKET, R. I., TIMES
Net Paid Circulation 24,012
Serves territory of 130,000

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 35,064 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 10,200—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 11,321 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 22,737
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,714 net A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS., COURIER-CITIZEN
Daily Circulation 17,400 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS
Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 36,400
Population 100,000, with suburbs 250,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

"But whatever the future brings, we shall face it cheerfully and make the best of things. War is a challenge to man's ingenuity; and I should be very sorry for the American business man if he could not endure, and turn to good account afterward, the adversity which he has to share with everybody else."

Which seems to be good enough sense for us to let it go at that.

Bakers Get Time Extension to Use Old Wrappers

In order to prevent injustice to some bakers and a large expense which might lead to increased cost of bread, the Food Administration has made some modifications in its regulations prohibiting the advertising of bread as "milk" bread or "cream" bread.

This rule, which was made in accordance with the Food Administration's desire to stabilize the price of bread through the production of a standardized loaf, would have barred the use of wrappers bearing the words "milk" or "cream."

A committee of manufacturers of these wrappers reported to the Food Administration that the bakers of this country had on hand on the date the rule went into effect more than 200,000-000 wrappers, worth between \$500,000 and \$600,000 on which the word "cream" or "milk" appeared. Immediate prohibition of their use would not only have resulted in heavy monetary loss to the bakers, but their replacement would require the use of about 4,000,000 pounds of finished paper in addition to fuel, labor, and transportation.

In view of this showing, and with a desire to work no unnecessary hardship, the Food Administration notified the trade that wrappers bearing the words "milk" or "cream" which were printed before February 1, the date when the prohibition went into effect, may be used until March 1, and that those bakers who have a supply which will not be used up by that time may apply for still further extension.

Joins Poster Advertising Co. at Cincinnati

A. H. Richardson, formerly with Barron G. Collier, Inc., Cincinnati, has joined the sales force of the Poster Advertising Company, Inc., at its Cincinnati office.

Join Regina "Leader"

A. E. Ford, formerly with Winnipeg Telegram; H. Saul, formerly with Manitoba Free Press, and F. R. Munro, formerly with the MacLean Publishing Company at Winnipeg, have all joined the staff of the Regina Leader.

Money In the Bank PORTLAND MAINE

The resources shown in the reports of the national banks of Portland by their statements dated December 31st, 1917, are as follows:

Canal National Bank.....	\$4,683,484.09
Chapman National Bank..	2,646,019.63
Portland National Bank..	9,527,912.86
Total Savings Bank	
Deposits	\$27,777,730.00

Valuation of Portland \$71,843,235

The Evening Express

is the only afternoon daily newspaper of this prosperous community, and its average net circulation for the year ending December 31st, 1917, was 23,348 copies daily.

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT'S GLORIOUS STRENGTH

is the large number of manufacturing concerns of diversified industries.

In time of peace Bridgeport's great industries entitle her to a place in the Sun, and her war munition business gives her now a dazzling brilliancy.

The annual payroll has jumped from \$10,000,000 in 1910 to \$60,000,000 in 1917.

The Post and Telegram

is the one great medium to reach those who spend these Sixty Million dollars.

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line-net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, FEBRUARY 28, 1918

Where to Find Ideas

Librarians and book-sellers report that ever since 1914 there has been a steadily increasing demand for more serious books. Readers are buying publications that treat of such subjects as business, history, biography, economics and the war. It is easy to understand why this should be so. The explanation is that the war has disturbed the complacency of people. Many years of peace and prosperity had lulled them into a sense of ease and security. They didn't have to exert themselves unduly. With everything functioning normally most of the time, there was little need for radical thinking or for extraordinary effort.

But the war changed all this. It jarred people away from their old smug moorings. It set them floundering in a mesh of uncertainty. In trying to find their new

bearings, in attempting to grasp the meaning of the terrible change that has come over the world, people have been compelled to think harder than they ever did before. To adjust themselves to the altered situation, they have been obliged to seek outside guidance. Hence the search for ideas. The world is being turned inside out for them. Anything is in demand that promises to throw light on the problems that are perplexing us. Men, books, articles are being ransacked for suggestions.

The general manager of a large paint company recently confessed that never before in his business experience has he been so much at sea. Never before has he been so deeply in doubt as to what his next move should be. As a result of this perplexity this man claims he is always out in the quest of an idea that will help tide his business through the war. Never has he been so keen for merchandising plans that fit the present occasion.

It is when a business executive has to deal with a real crisis that his true mettle is revealed. If he is only a fair-weather manager, a storm forces him to seek cover. The test of genuine executive capacity is to be able to handle a situation no matter how bad it gets. A new school of executives has grown up since the war broke out in 1914. At that time several men were living in comparative obscurity who are to-day world famous. They were able to plunge through what everybody else thought were impenetrable difficulties. With Napoleon they were able to say "There are no Alps." To do this they had to have ideas and lots of them. Not hackneyed ideas, but ideas that had enough power in them to dynamite world problems out of the way. Such ideas are the fruit of reading, thinking, studying. A newer, better, bigger world is being born out of the present struggle. The men who are destined to play the big parts in it, in business, in advertising, in statesmanship, are the men who to-day are priming their minds with ideas.

**Advertise
Life
Insurance
Now**

If there are any valid reasons why life insurance cannot be advertised like any other service or commodity, we have never seen them stated. But if such reasons do exist surely that authoritative article by Hyman L. Roth, which appears elsewhere in this issue, explodes them one and all. It would be hard for any possible objection to insurance advertising to stand up before the array of facts which Mr. Roth has marshalled. The bulk of the evidence is certainly on his side.

That most of the life insurance organizations are succeeding in selling their service without advertising has nothing to do with the argument. The fact is that their present selling methods are entirely too onerous and too expensive. It takes them too long to make a sale. The vast majority of applicants for insurance do not take out their policies early enough in life. Hence it is costing them too much. They have to be educated to appreciate the merits of insurance. This educating has to be done through the personal solicitation of the salesman, and it too often extends over a period of years and is the work of several salesmen. Frequently the agent who writes the policy cashes in on the efforts of others. The trouble with the whole system is that it operates too slowly. Too much time is wasted in creating prospects.

The seller of life insurance has to meet a mental resistance that the venders of few other products encounter. Why? Why do people dislike to have their lives insured? For the same reason that they postpone making out their wills. They make themselves believe that as far as they are concerned death is many years off. It is time enough to think about it when they are getting old. Overcoming this mental attitude is distinctly an advertising job.

Anyway life insurance should not be associated too closely with the thought of death. It is above

all a strictly business proposition. It is helpful in the here and now. It improves the insurer's credit. It bespeaks his thrift and his forehandedness. In a way it is a certain measure of his character. In all of this there is much advertising ammunition.

The advertising of insurance would also have a tremendous effect on the millions of people that are already insured. As Mr. Roth points out, it would tend to prevent lapses. It would keep policy holders "sold," and encourage them to take out more insurance as their incomes increase. It would make them look on the annual premiums as an investment, which they actually are, and not as an expense, as the majority imagine.

There is probably no other big business in the United States today that needs advertising so much as does life insurance. There is probably no other business of any where near its size, extent and importance that has so long neglected its advertising opportunities. Few other businesses have such a compelling message to deliver to the great mass of people. Few other businesses have such a chance to make their advertising a large factor in human betterment, and in making people appreciate their social and financial obligations both to themselves and to their families.

The possibilities that advertising offers to the life insurance companies stand out clearly and unmistakably. Why then do they not seize the opportunity now? With the members of the army and navy taking out insurance by wholesale and with the Government in the business, this is the psychological time for the companies to launch a campaign. With millions of persons recognizing the facts of life more seriously and more intelligently than they ever did before, the advertising of such a common-sense commodity as life insurance should grip the attention of the public in a manner that would well pay for the effort.

**"Nailing
Down" a
War-made
Market**

The manufacturer of a substitute product which suddenly sweeps into popularity because some other article is off the market through war conditions is lucky. Through no fault of his own, or merit either, he suddenly finds himself doing a bonanza business on which as a rule he is able to command a good margin of profit.

But just because Fate has been kind in setting his feet upon a golden path is no reason why such a manufacturer should leave all his business-building to Fate. A market which is handed you on a platter is apt to be whisked away unceremoniously some day unless you take steps really to make it your own. For instance, the end of the war will make possible the return to competition in many cases of the original product which is at present displaced, and the substitute which only then begins its real fight for "a place in the sun" is apt to find that the battle has begun too late.

Elsewhere in this issue is a description of the market opportunities which now present themselves to the makers of oleomargarine in the United States. There can be no doubt that the demand for oleomargarine is increasing in big jumps, and will continue to do so; yet for a manufacturer of this product to declare, as one of them did the other day, that "he is not interested in advertising," represents a business policy which is myopic in its inability to see further ahead than a few months. The greater the opportunities which present themselves in any field, the larger will be the number of persons to enter that field, and the keener the competition which must eventually ensue. Very possibly some oleomargarine makers are planning to let other, larger manufacturers break ground for them, and do the advertising which will arouse public interest and increase consumption. But over and over again in our business history it has been demonstrated

that this method of being pulled into the Promised Land by hanging to another's coat tails does not work; the demand is created, not for the product in general, but for the specific brand which is so heavily advertised. And all this is quite overlooking the truth that a manufacturer who is content to let someone else pull his chestnuts out of the fire for him is by that very fact indicating a lack of aggressiveness, initiative, enterprise, which is apt to put sharp limitations on the extent to which he is capable of developing his business.

Many years ago there developed in the mine fields in California a type of men known as "pocket miners," who spent their lives hunting for the chance small pockets of pure gold, often in the form of nuggets, which washed down with the streams from the mountains. Very rich strikes were occasionally made by these men, but their success was a matter of pure luck; they were essentially gamblers, who had spent all the proceeds of one pocket usually long before they struck another, and they almost always died poor. The real fortunes in the field were made by men who located the veins of gold-bearing ore, mapped out their course by intelligent study of geological conditions, and settled down to a long process of hard work which would bring steadily increasing returns from year to year. American business men who are now enjoying bonanza conditions as a result of war luck should beware lest they become pocket miners whose business, because of inadequate "market insurance" in the form of consumer acceptance of their product, tapers off as suddenly as it began, in the hard days which will follow the war.

Advertising Man Vice-President of Company

William Burgess Nesbitt, who for five years has been in charge of national advertising for the King Motor Car Company, of Detroit, has been elected vice-president of that company. His headquarters will continue to be in New York.

Nebraska Ruralist

Nebraska is a good state. Our circulation is more than 98% in Nebraska.

Nebraska Rural People have money—they can buy your commodity.

Nebraska Rural Circulation is the kind you want to buy—the only kind we have to sell.

Rural Nebraska cannot be covered by the use of only one farm paper. No real aggressive paper was ever edited that could appeal to all the people in a given territory. The larger the area covered, the less effectively covered.

Nebraska Ruralist can solve your problem. Write for our special co-operative offer.

Nebraska Ruralist

Lincoln, Nebraska

OAK E. DAVIS
Editor

FRED SEACREST
Advertising

Proposed Government Aid for Retailers in Canada

Manitoba Legislature to Consider Plan Which Would Increase the Possibilities of Small Town Distribution—Proposed Bill Would Help Dealers to Become Better Merchants

HIGHLY significant, in its possible effect upon the retail situation in small towns, is the proposal incorporated in a bill to be introduced in the next session of the legislature of Manitoba, for government financial assistance to retailers. Mention was made of the proposed plan in *PRINTERS' INK* of February 7.

National advertisers who have found the weakness of the small-town store a handicap in securing thorough distribution will be interested in the statement, made in an official summary of the bill, that "the general object of the bill is to overcome the handicaps under which retail merchants throughout the province carry on business at the present time, especially those resulting from lack of capital with consequent inability to buy for cash, and therefore, inability to compete with the mail-order house.

"The present situation appears to be that unless some means are found of putting the small retailers in a position to compete, they must soon go out of business. Such development would necessarily re-act in the lessening and ultimate destruction of the wholesale trade, since the large houses buy mainly from the manufacturers.

"To overcome these difficulties, it is proposed to form a Credit Society, to which retailers and wholesalers and the Provincial Government will contribute capital for the purpose of providing credit for retailers' purchases, and at the same time to introduce the best business methods in the retail trade. It is proposed to incorporate by special act The Re-

tail Credits Association for the Province, with an authorized capital of \$1,000,000."

Of this sum the retail merchants themselves are to be responsible for an allotment of \$375,000, the wholesalers a like amount, and the Government of Manitoba \$250,000. Only ten per cent of the total, however, is to be paid in advance, and the balance in instalments as required. The subscription of each retailer and wholesaler would be in proportion to the assets of his business. The purposes of the association are officially described as:

"1. To grant and regulate the entire time credit of members.

"2. To devise simplified methods of bookkeeping for members.

"3. To audit books of members.

"4. To prepare, maintain and distribute efficiency bulletins.

"5. To manage retailers' businesses when necessary.

"6. To place efficiency experts within retailers' reach.

"7. To reduce the cost of credit.

"8. To assist the retailer to meet mail-order competition.

"9. To maintain price bureaus for members' information.

"When the board has determined the amount of the credit to be allowed to each retailer, the retailer would be free to order goods as required, and duplicates of each order would be forwarded to the society and there recorded and endorsed up to the limit fixed, the society becoming responsible for the payment for approved purchases on the notes of the retailers secured by the endorsement of the association. The retailers would, on guaranteed purchases, pay a fixed rate of interest, out of which the banks would pay a smaller per cent to the association. The proportion of the interest thus received by the association would furnish the money with which to pay running expenses.

"The government would authorize the association to issue endorsements, or credits, not exceeding at time dates \$20,000,000. The retailer would accept floating credit from only the association."

Hoover Cleaner Makes Statement

The manufacturers of the Hoover electric suction sweeper ran an unusual advertisement recently, an answer to implied critics who decry their naming the sweeper after our food administrator. The copy tells the whole story. It reads:

"To incipient critics—Notice: concerning Food Administrator Hoover and the Hoover electric sweeper—some patriotic Americans have criticized us for calling our Electric Suction Sweeper the 'Hoover.' We have been charged with naming the Hoover after Food Administrator Herbert C. Hoover, to profit on his publicity.

"We wish all to know that the Hoover Electric Suction Sweeper—is the oldest successful vacuum cleaner—for nearly a decade has been known as the Hoover—and was so named for this company's founders, manufacturers under the firm title of Hoover since the '70s.

"That the great food conserver, Herbert C. Hoover, and the great work conserver, the Hoover Combined Electric Carpet Sweeper and Vacuum Cleaner, should be named alike is a coincidence."

The advertisement runs over the company's address at New Berlin, Ohio. The Berlin is asterisked, and this subscript follows:

"It has been pending in Ohio courts since last year to rename our factory city North Canton. New Berlin is a misnomer. It was so christened before the Kaiser was born. The Hoover personnel is all American."

Profits of Quaker Oats Increase

The report of the Quaker Oats Company, Chicago, for the year 1917 has just been issued. The net profits amounted to \$4,906,927, against \$3,214,686 in 1916. After \$563,050 preferred dividends, there was a balance of \$4,343,877, equal to \$52.65 a share on \$8,250,000 common stock, against a balance equal to \$32.42 a share in 1916.

Government Enlistments Deplete Club's Officers

So many members of the Junior Advertising Association of Chicago have enlisted in the Government service, that a special election was necessary, recently, to fill vacancies resulting from this cause. Henry Jay Stephens, E. G. Kuhn, W. J. Boyce and Clarence Teall were elected to various offices.

Patterson Agency Has Franklin Account

The H. H. Franklin Manufacturing Company, Syracuse, N. Y., manufacturer of Franklin automobiles, has placed its advertising account with the W. A. Patterson Company, Inc., New York.

Financial Copy Writer Wanted

There is a place in our organization for a financially trained man with ability to plan and write Bank, Trust Company, Bond House and Financial advertising and booklets.

This is a good opportunity for an earnest draft exempt man to become a part of a solid, growing agency having accounts in a varied field of advertising.

State your age, residence, experience, present employment and what salary you expect. We will respect your confidence.

**"T. L." Box 102
Care of Printers' Ink**

AN OPPORTUNITY

We have an opening in one of our departments for a young man of broad advertising experience and executive ability.

The opportunity for advancement is limited only by the ability of the man.

The work requires in addition to advertising experience alertness, energy, ability to handle detail quickly and accurately, and ability and inclination to assume responsibility.

Applicant must be over draft age or in a deferred classification.

Answer should give complete information. State age, experience and salary expected.

"J. T." Box 100, care of Printers' Ink.

The Little Schoolmaster's Classroom

TO the Schoolmaster's eye it would seem that there are few subjects of more importance to men in advertising just now than the matter of sounding the proper note in advertising copy to discourage the hoarding of goods by buyers who anticipate their needs in the expectation of a shortage in the market, or of greatly advanced prices. As was pointed out in an editorial in *PRINTERS' INK* last week, in normal times there is no particular harm in advertising of the "buy heavily now" type; but in war time, when conservation of all sorts of material is absolutely necessary, the advertiser who lets his desire for immediate sales run away with him, and urges his customers to draw large quantities of precious goods out of the market long before they are needed for use, may be indulging unconsciously in a decidedly unpatriotic action.

We have learned a good deal about the doctrine of "social justice" during the past few years; and certainly most men would now agree that if there is an actual shortage of any sort of material, there is a fundamental obligation upon each of us not to use more of that material than we really need, and thereby deprive others of their just share. We also know from bitter experience of the past few months that where no shortage actually exists, a few busy hoarders can in a surprisingly short time create one by their excessive buying.

* * *

One of the fields where hoarding is being urged most actively at present is in the retail selling of clothing. For instance, to the Schoolmaster's desk the other day came an advertisement of a clothing house in Los Angeles—one which the Schoolmaster happens to know is as respected, and as conservative in methods as any in that city. Over the personal signature of the head of the firm

this advertisement states that "Fears for the future of the woolen situation are now confirmed—prices for materials for fall 1918 will be almost double. A situation like this calls for emergency action. . . . I sincerely recommend and earnestly urge every man to buy one or two extra suits and an extra overcoat while all-wool garments are yet available and still comparatively low." Nor is this advertising an isolated case. Similar arguments are being used by clothiers in almost every large city. It hardly needs to be pointed out that even if there were a shortage of wool, such advertising as this is the very type to create a rush of panic buying, and make such a shortage acute, to the point where it might even affect the amount of wool available for our military needs.

* * *

Contrast such copy with the current advertising in national mediums of Hart, Schaffner & Marx, of Chicago. "The war and your clothes" is the headline of a straightforward appeal which says:

"To release for war-work laborers now making things you buy;

"To save as much wool as possible for our soldiers and their allies;

"You are asked:

"To buy clothes when you need them, and only then;

"To buy the clothes that wear the longest;

"To buy the clothes that give back, for the materials and labor put in, the greatest amount of satisfaction and value."

American business men have again and again of late signified their willingness to sacrifice their individual profits on business for sake of helping to win the war. To forego the advantage which may accrue to you from bunching your business for the next few months into a brief period of congested selling, is so much less



How Flexlume Signs Illuminate Themselves

Take the average business street on lightless night.

The exposed lamp signs hang in deep shadow, you cannot read the wording on half the transparencies—but the Flexlumes, they stand out in sharp, clean-cut relief, each letter clear, distinct. Those Flexlumes steal illumination from every light in the block!

Look down your own main street to-night and you will be convinced that this is true. But why?

It's because of the peculiar contour and finish of Flexlume letters—they are raised, they are rounded, they are snow-white, they stand out from a dark background.

Don't you see what this means?

Every ray of light which falls upon them from door or window, is reflected off by those raised, snow-white Flexlume letters.

They are illuminated by reflection even on nights when patriotism forbids that their own bright lights shall blaze forth.

For the same reason Flexlumes make ideal day signs. The sun illuminates them.

These are two reasons why Flexlume signs are selling in spite of fuel saving restrictions, two reasons why the Flexlume factory is running full time on quantity orders for some of the biggest selling organizations in the country, while other sign makers are forced to take on outside lines in order to hold their force together—*big buyers realize Flexlume signs are worth their cost without a single lamp behind them, that the beautiful illuminated effect is all clear profit.*

Shall we send you the Flexlume book "Twenty-Four Hours A Day" and a sketch showing how your sign will look?

The Flexlume Sign Co. ELECTRICAL ADVERTISING
1439-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors: Electrical Products Corp., 941 West 16th Street
Los Angeles, California

Canadian Distributors: The Flexlume Sign Co., Ltd., St. Catharines, Ontario

REACH THE NAVY

Over a third-million men, averaging \$52.83 monthly above living expenses. All volunteers, virtually no dependents. Big buying power, over \$21,000,000 monthly. Reachable through Scott & Scott Navy List. Mail order or canteen service aid. Information upon request. **Scott & Scott, Inc.**, 144 E. 32nd St., N. Y.; 29 E. Madison St., Chicago.

TO PUBLISHERS

We wish to represent from our Chicago offices three non-competitive first class publications. We are experienced solicitors of advertising and enjoy an enviable reputation. We will submit references. Address

SOLICITORS

600 Fort Dearborn Bank Building
CHICAGO, ILLINOIS

MARTINI

PRINTING CRAFTS BUILDING
461 EIGHTH AVE., NEW YORK

ORIGINAL
ADV. DESIGNS
REALISTIC ■ DECORATIVE

CLIMAX

SQUARE-TOP
PAPER CLIPS

PATENTED DEC. 12, 1916



Pat. Dec. 12, 1916.

"CLIMAX" Square-Top Paper Clips are conceded by thousands of constant users to be by far the BEST, MOST ECONOMICAL AND SAFEST.

PRICES F. O. B. BUFFALO

Packed 10,000 to the box

10,000, 15c. per M. 100,000, 8½c. per M.
50,000, 10c. per M. 500,000, 8c. per M.

Packed 1,000 to box, 2c. per M. extra
BUFFALO AUTOMATIC MFG. CO.
457 Washington Street, Buffalo, N. Y.

of a sacrifice that the weakness from the nation's standpoint of a policy of encouraging the hoarder, should only need to be pointed out to have the practice disappear.

* * *

Reams have been written about the "wastes of advertising," but the Schoolmaster ran across a new kind of waste recently. He was talking with a hosiery manufacturer of the old school. At least, this gentleman was of the old school up to a few months ago. He didn't believe in advertising except to the extent of making an attractive box for his goods and putting a trade-mark on the fraction of his production that was sold over his own name. Whenever the subject of advertising came up he talked about the "consumer paying the cost of the publicity," of how far ahead he was sold on his product, and so on. Why should he advertise when he was prospering under his present policy?

He was making goods for other people—under hundreds of different trade-marks. Every different style of hose had to have seven or eight special pieces of printed matter. His stock room of labels, tags, slips, boxes, etc., was growing enormously. One day he discovered that by his present method of doing business he had to have something like 5,000 different pieces of small printed matter. Furthermore, he couldn't work at full speed during the dull season and put these labels, tags, etc., on goods, for he had to wait until he had orders in hand from jobbers and large retailers before he knew what their season's requirements would be.

He began to figure out what a saving there would be on the finished product of his plant if the number of brands could be reduced a few and if these brands were controlled absolutely by him. Then he began to think something about how the public could be taught to buy repeatedly a brand that gave satisfaction, and—oh, well, you can guess the rest of the story. It appeared in the shape of a small item in PRINTERS' INK to

The Brooklyn Daily Eagle

New York City's Only Three
Cent Daily Newspaper

Circulation Largely Increased

To Advertisers:—

The population of purchasing power in the great home Borough of Greater New York (Brooklyn) can be profitably reached with the help of The Eagle.

Brooklyn's and Long Island's Representative newspaper for over 76 years.

WANTED

ONE OR TWO REAL SALESMEN

A very large New York company doing color printing exclusively, wishes to increase its customers and enlarge its miscellaneous business. At present a majority of its business comes from a few big "house" accounts.

This company has big volume, low manufacturing costs, large mechanical facilities and practically no salesmen. It also has processes and special printing equipment not to be found elsewhere.

A real salesman is wanted. One who can develop accounts, who can help himself, who knows the business and works. Compensation on any basis satisfactory to the salesman, but he must demonstrate by results that he is entitled to a permanent arrangement before the company will underwrite him with a term contract.

Address in full and strict confidence.

THREE A ONE.

Box 101, care Printers' Ink

Booklets

Many of America's prominent advertisers, advertising agencies and commercial houses requiring high-class printing use

AND

CHARLES FRANCIS PRESS

Printing Crafts Bldg., New York
Eight Avenue, 33rd to 34th Streets

Catalogs

Telephone
3210 Greeley
Printers of
PRINTERS' INK

Trademarks Headquarters

**MASON, FENWICK &
LAWRENCE**

TRADEMARK LAWYERS

Washington New York Chicago

Established 1861 Booklet Gratis

Some of the largest advertising agents,
lithographers and manufacturers
use our expert service

the effect that the Vigilant Eye Advertising Agency was laying out an initial campaign for the We-See-It-Now Hosiery Company.

Canadian Advertisers Stick to Advertising

Recently an inquiry among Canadian advertisers, including firms in all customarily advertised lines, revealed a condition of stick-to-it-iveness that augurs well for the volume of advertising to be carried in 1918. Replies to a questionnaire from firms whose combined annual investment in 1918 will exceed \$1,000,000, show that 54 per cent will invest the same amount as in 1917; 28 per cent will increase their appropriations from 10 to 300 per cent in excess of last year; 7 per cent will curtail and 11 per cent were undecided owing to the fact that these schedules were not determined at this time.

"How To Make Type Talk"

The book that should be the "Bible" for every man who has anything to do with the preparation of printed matter. A practical, easy-to-grasp presentation of a difficult subject.

\$1.00 per copy. Money back if you wish it.

The Stetson Press 195 Fort Hill Sq.
BOSTON

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

To increase production and } TALK
decrease selling costs } WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

Classified Advertisements

HELP WANTED

Editorial Work—Man of ability wanted as Editor of publication devoted chiefly to Iron, Steel and Metal trades. State qualifications and experience. Box 817, care Printers' Ink.

Advertisement Representatives Wanted in large industrial centers, for new export journal. Commission. State connection and references. Box 833, care of P. I.

WANTED: A high-grade printing salesman to represent THE ROY-CROFTERS in New York, Chicago, Boston, Philadelphia, Cleveland, Cincinnati, and St. Louis.

We are looking for the right man to represent us in each of the above territories.

Address, The Roycrofters, East Aurora, N. Y., for full particulars.

Advertising and Mail Order Man

Wanted who has the ability to develop business for a printing, lithographing and bindery concern. Must be resourceful and have practical common sense ideas that will lead to non-competitive stuff. California concern. Give experience, salary and full particulars. Box 814, care Printers' Ink.

Sales Manager and Executive Wanted

to manage long-established small but high-class and prosperous business in electrical measuring instruments.

Must have engineering experience, aggressiveness, good personality, clean record and proven selling ability.

Good immediate remuneration and ultimate stock interest to right party.

Include in first letter all particulars of requirements and salary desired.

Box 823, care Printers' Ink.

WANTED

Lithographic Salesman

for Chicago Office of a large Lithographic House. Should have creative ability and understand principles of direct Advertising.

Be acquainted with Lithographic Methods, thoroughly experienced efficient and enthusiastic.

State Age, and connections, covering past experience.

KARLE LITHOGRAPHIC CO.,
Rochester, N. Y.

Old established advertising agency wants a young man familiar with office details and capable of soliciting. Write, stating experience and salary wanted. Box 821, care Printers' Ink.

Wanted: Advertising Manager and Solicitor: A PRODUCER: Established Latin American trade publication offers excellent opportunity to an ambitious worker to build up for himself a solid and permanent business—Salary and commission—ability to analyze sales problems and make pencil layouts desirable. Full statement of experience and past performance required—will be held confidential. Box 829, P. I.

WANTED

An Assistant to the Manager
of our
SALES DEPARTMENT

Must have some knowledge of mail order work. An unusual opportunity for the right man. Apply by letter.

Hanley & Kinsella Coffee & Spice Co.
715 Spruce St., St. Louis, Mo.

WANTED:

Advertising Service Manager—Large Engraving and Publishing establishment of Minneapolis has an opening for a young man possessing broad experience in planning and writing Direct-by-Mail Advertising Literature of the better kind. Must have a general knowledge of advertising, engraving and printing. Prefer a married man of good habits and appearance whose record of achievement will stand rigid investigation. Salary \$35.00 per week to start and unusual opportunity for advancement. Address Box 811, care Printers' Ink.

WANTED

JOB PRESS FEEDER

For private plant of large manufacturing concern. Prefer man capable of making own changes. Good wages with chance of advancement for right man. Address

DEFENDER MFG. CO.
Degnon Terminal
Long Island City, N. Y.

Competent young man experienced along Circulation lines, to devise and handle by mail, circulation campaign among department stores. Salary and Commission. President, Box 816, Printers' Ink.

Salesmen, The Encyclopedia Britannica Corporation has a few more openings for high-grade Salesmen with unquestionable character and ability. Drawing account and commission. Mr. Benson, 288 4th Ave., 14th floor, N. Y.

Wanted:—Two high grade salesmen. Only producers need apply. We want men who can deliver the goods. Those with experience in Southern territory preferred. Good opportunity to right men. Address, Sales Manager, Blosser-Williams Co., 63 North Pryor Street, Atlanta, Ga.

Young Woman

Efficient young woman for the compilation and care of mailing lists in the mail order department of technical publisher (New York). Good opportunity for thoroughly experienced, bright, ambitious girl. Reply, giving full details regarding education, experience, references (in confidence), salary expected. Box 834, care Printers' Ink.

A correspondent—in the active sense, not the passive—a salesman by mail, not a writer of pretty letters.

A man is wanted who can write letters with action in them and plenty of good, common-sense and human understanding. He must understand the viewpoint of the small-town merchant as the letters will be directed to trade of that class.

Actual selling experience is preferred because if the desired result is not obtained by correspondence, the man must be qualified to follow his letters with a convincing personal interview.

Give full particulars in first letter.

THE MONITOR STOVE & RANGE COMPANY

"A good company to work for"
Cincinnati, Ohio.

A leading automobile concern requires the services of a man with ability to write. Must be under 30, college graduate and draft exempt. Advertising and automobile experience unnecessary if applicant has ideas and ability to express them in a fresh, pleasant style. Box 820, care of Printers' Ink.

MISCELLANEOUS

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. 253 Broadway, New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Ph. Morton
OCEAN TO OCEAN
CINCINNATI

Controlling interest in a commercial journal of the very highest clientele and standing can be secured for a comparatively small cash investment. Present thoroughly capable staff can be retained in whole or in part, if desired. Estate, Box 824, care Printers' Ink.

PRINTING PLANT for sale, well-established plant, doing the better grade of commercial and general job printing with good established trade of 25 years' standing; must be disposed of as owner has other interests that demand his attention; an excellent opportunity. Address or apply **DAVID LONG-FELDER**, 293 Plane Street, Newark, N. J.

POSITIONS WANTED

CAPABLE OFFICE AND CREDIT manager, 31 years old, married, 12 years experience, desires change. Best of references. Address Box 827, care Printers' Ink.

Advertising Manager-Sales Engineer Energetic young executive, technical training and analytical powers; making good and open for larger opportunity. Box 810, care Printers' Ink.

Editorial or Advertiser's Assistant

Man, 36, trained in editorial, printing layout and advertising work. Ready now. Box 828, care Printers' Ink.

Advertising Man

Quantity worker, copy, layout, printing, correspondence, house organ, publicity. \$50 week. C., Box 813, Printers' Ink.

An Exceptional Individual

Local war conditions make change of business necessary for versatile, high-class physician, 37 years old; been director of successful sanitarium in Middle West city seven years; broad education, initiative, tact, strong personality; a real thinker; has done considerable writing and developed a mail order business; thorough student of business psychology, salesmanship, efficiency methods and advertising; best references; available now; wants hard work, responsibility and good salary. What have you to offer in any line? Box 832, care Printers' Ink.

LAYOUT—DETAIL—IDEA MAN

of 10 years broad and diversified experience covering all phases printing and advertising routine seeks engagement. Box 822, care Printers' Ink.

ARTIST and lay-out man—litho, engraving and printing house experience. At present ad artist for newspaper. Has tact and initiative, can develop creative ideas, and thinks in an "advertising way." Age 20. Willing to start low. Box 815, care Printers' Ink.

Advertising Solicitor of wide, successful experience, extensive acquaintance throughout Eastern territory, seeks opening where first-class services are needed; general or class publication; letters confidential. Box 812, care Printers' Ink.

ADVERTISING ASSISTANT

College woman with literary and business experience wants connection with Adv. Agency or Dept. Store as copywriter. Original ideas. Enthusiastic worker. Beginner. Stenham, 361 W. 121st St., N. Y.

War makes successful advertising woman available for Agency, Publisher or General Advertiser. Broad Advertising and business experience. Good executive. Forceful writer. Initiative. Go anywhere for right work. Box 819, P. I.

HAVE YOU AN OPENING?

Civil engineer by profession, have been an engineer, office manager, sales manager, at present sales and advertising manager. Young, ambitious blood, clean cut. Salary \$3,500. Box 831, care Printers' Ink.

Is There An Agency MANUFACTURER OR PUBLISHER

who could use man (32) married; advertising man; service and salesman; know practical printing and methods, engravings, etc.; expert on typography and layout. At present employed in production dept. of prominent New York agency. Seek larger opportunity as advertising manager (or assistant), office manager or representative. Box 823, care P. I.

Open For Position Advertising Manager

of nationally known products. Not a scribbler of the great-I-am style of copy—it isn't the calliope which sells the circus tickets. Here is an experienced direct-by-mail specialist; an exhaustive analyst who digs to rockbottom for facts and "reason why." Writes and lays out Selling Copy—words and illustrations that tell your story with all the sincerity and earnestness of the convincing salesman. He thaws out the buyer's indifference, quickly and simply; building good will in the process. Still learning; figures printing to the scratch; not a budding genius, but a tireless worker; age 31; draft exempt; ex-college instructor; house-organ editor; desires to connect with growing firm at fair salary. Address: Research, care Printers' Ink, Chicago, 14 E. Jackson Blvd.

EASTERN REPRESENTATION

We will put brains and legwork into your publication. Representation east of Buffalo on a commission basis. Limited list of strong magazines. Write Box 830, care Printers' Ink.

CORRESPONDENT-SECRETARY

To executive or sales manager; college education, capable young lady, technical, commercial and artistic experience ten years, creative ability getting up selling talks, sales letters and follow-ups, handling sales correspondence. Tack and Map System. Present employer going to war. L. N., 1 W. 67th St., N. Y.

Trade Journal Manager

Ten years in charge of publications which he developed to \$300,000 valuation and profits double original investment. Has directed editorial, advertising and subscription departments. Specialties, engineering, farm affairs and exports. Age 39, university graduate, wants \$5000 salary, can take financial interest. Mention No. 5148. FERNALD'S EXCHANGE, Inc., Third Nat'l Bank Bldg., Springfield, Mass.

EXPERIENCED COPYWRITER

Wants position with progressive agency or firm. Over six years' agency experience Chicago, Milwaukee and New York, planning and writing advertising for many largest national accounts. Producer of strong layouts, copy, ideas; experienced in Magazine, Newspaper, Farm Paper and Direct Advertising. Competent to manage accounts in entirety. Hard, faithful worker, draft exempt. Age 32, married. Exceptional samples, best references. \$50 week. Available now. Box 826, care P. I.

Advertising and Asst. Sales Manager

College education. 2 years agency experience. 9 years Adv. Mgr. for two of the largest technical and trade paper advertisers in the country. For past year engaged in outside wholesale and retail sales work. Looking for connection with reliable, growing concern to handle advertising and publication work and act as assistant to a "real-for-sure" Sales Manager. Age 33. Married. 100% American. Address D. W. C., 131 So. 18th St., Philadelphia, Pa.

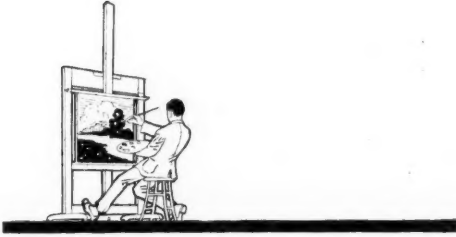
ARTIST and LAYOUT MAN

Desires connection with Printing Plant to co-operate with sales force—layout and supervise the art work—typographical arrangement—stock and color schemes. When photographs are employed to see that they are taken from the most desirable viewpoint—retouched and cut out to the best advantage—and the engravings properly ordered and executed. 15 years experience. Philadelphia preferred. Address Box 818, care Printers' Ink.

Table of Contents

PRINTERS' INK, February 28, 1918

Getting Your Advertising Talked About.....	Bruce Bliven	3
How the Year-to-Year Campaigns of the Hudson Motor Car Company Have Been Built Around the Principle of Human Interest.		
Why Not "Hooverized" Advertising?.....	Leicester Knickerbacker Davis	8
More Facts—Fewer Generalities—Simpler Display.		
Kolynos Advertising Hooks Up with the War.....	Robert R. Updegraff	17
Vigorous Sampling Campaign Reinforced by Newspaper and Magazine Advertising.		
How the General Electric Co. Keeps Track of Its Advertising Space..	F. S. Ackley	25
First System Outgrown as Business Increased.		
Copy to Stress Patriotism in Third Liberty Loan Campaign.....		31
Poland as a Market for American Products After the War.....		37
So Exclusive That It Hurt, Charles St., of Baltimore, Advertises.....	Joseph Katz	39
What Relation Should Exist Between Sampling and Advertising During the War?		47
New Rule for Success: Make a Ford Accessory.....		53
Man Pays \$555 for Car and \$584 for Fixtures.		
"Damn the Torpedoes—Advertise".....	J. J. Geisinger	54
And, Honestly Now, What Is There to Fear Anyhow?		
Will Publishers' Fate Be Up to Individual Postmasters?.....	Charles Johnson Post	61
Director, Publishers' Advisory Board, New York		
Financing the-Small Farmer and Renter to Speed Up Food Production..		64
Baker's New Order May Permit Concerns to Advertise Government Contracts		71
There Is Much Speculation Regarding the Effect of a Ruling by the Secretary of War on the Famous "Article XX" in War Contracts.		
Are These the Most Pressing Business Problems Raised by the War?....		74
A List Made by the Salesmanship Congress for Its Annual Meeting.		
Advertising to Cash in on War-made Market for Substitutes.....		77
Many of the Old Obstacles Confronting the Selling of Oleomargarine Have Been Removed—What Various Concerns Are Doing to Take Advantage of the Opportunity.		
The Benefits That Would Follow Advertising of Life Insurance.....	Hyman L. Roth	86
The Whole Industry Could Be Put on a Higher Level and Public Be Better Served.		
Strong Display Often Unwise in Catalogues.....		98
Experienced Mail-Order Man Talks of Pit-Falls to Avoid in Building Catalogues.		
Editorials		112
Where to Find Ideas—Advertise Life Insurance Now—"Nailing Down" a War-made Market.		
Proposed Government Aid for Retailers in Canada.....		116
The Little Schoolmaster's Classroom.....		118



"A picture is worth
more than a mill-
ion words *if the
picture is right*"
Our business is to
make the picture
right ~ ~ ~ ~

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

Freight Embargoes

Concentrated, intensive application of advertising effort in localized zones—is the logical solution of freight embargoes.

Now, more earnestly, more opportunely than ever before, THE CHICAGO TRIBUNE recommends the cultivation of the Great Central Market—Illinois, Indiana, Michigan, Wisconsin and Iowa. Seventeen million people within three hundred miles of Chicago, growing *one-fifth* of the country's crops, mining *one-fifth* of our coal, producing *one-fifth* of the country's manufactures, making money, spending money—the best market ever offered. And it's *open*—you can deliver what you sell in this Market!

A booklet "Beating the Embargo" will give you some idea of TRIBUNE Service.

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)